CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

APRIL-SEPTEMBER 1961

By Family Characteristics

CPFJ- 133

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents data on household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, and canned fruit drinks for the 6-month period April-September 1961. Detailed data for April-September 1960, and for per capita purchases in 1955, along with other summary data are also presented. These data are developed from those appearing in a series of monthly reports entitled "Consumer Purchases of Citrus and Other Juices." The purpose of this report is to provide additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size, presence and age of children, occupation and education of family head, age and work status of housewife.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the region were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification of "size of community" the total population of metropolitan areas was used.

The data on "average volume of purchases per buying family" are calculated by dividing the total volume of purchases of each product during the 6-month period by the number of families purchasing that product. On the other hand, "volume of purchases per 1,000 persons" was computed by dividing purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

This is the twelfth of a series of reports covering selected 6-month periods beginning in October 1949. This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

<u>Based on data collected for the Florida Citrus Commission by the Market Research Corporation of America</u>

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November 1962

CONSUMER PURCHASES OF CITRUS AND OTHER JUICES BY FAMILY CHARACTERISTICS

APRIL-SEPTEMBER 1961

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The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Per person purchases represent the average for all persons in a classification, irrespective of the fact that purchases were not made by some families.

HIGHLIGHTS

Household purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices and canned fruit drinks amounted to 46 servings (6-ounce) per person in April-September 1961. This was a slight increase over the preceding summer, reflecting heavier purchases of chilled orange juice, grapefruit, prune, and tomato juices, pineapple-grapefruit drink, and miscellaneous products. These gains offset losses in retail movement of frozen orange concentrate, canned orange juice, orange drink, and pineapple juice.

Retail prices for juices and drinks averaged 4.8 cents per 6-ounce serving in April-September, up moderately from a year earlier. Prices of orange products were up 8 to 14 percent, but the cost of most other products was either unchanged or down slightly.

Frozen orange concentrate accounted for 35 percent of all juices and fruit drinks bought for home consumption in the 6-month period. Canned juices also accounted for 35 percent of the total, while fruit drinks represented 21 percent. The balance was about equally divided between chilled orange juice and miscellaneous frozen concentrates.

The Northeast, with 27 percent of the Nation's families, was the largest market for most products. Purchasers in this region accounted for 39 percent of the total quantity of juices and fruit drinks bought for household consumption in April-September. Families in the Pacific States accounted for their respective proportion of purchases, but the 61 percent of families in the South, North Central, and Mountain-Southwestern regions represented only 49 percent of the household market.

Purchases of most products varied directly with size of

Highlights continued

community. The distribution of market ranged from 6 percent in rural areas (10 percent of families) to 42 percent in large cities (34 percent of families).

Purchases also varied directly with family income. The low-income group (25 percent of families) represented 18 percent of the market, compared with a 33 percent share for the upper-income group (25 percent of families.)

Families with housewives who had employment outside the home (35 percent) were heavy users of all products. White-collar families (22 percent) were heavy buyers, and the clerical-sales group (17 percent) were fairly heavy buyers of most products.

Families dependent upon other occupations were above-average buyers of some products. Chilled and canned orange juices and orange drink had strong markets among craftsmen and laborers (36 percent of families). Farm families (7 percent) were heavy users of orange drink. Retired families (18 percent) were strong buyers of canned juices and grapefruit sections.

Families who did not have children in the home (49 percent) were heavy buyers of canned juices and grapefruit sections but they bought relatively small quantities of frozen concentrated juices and canned fruit drinks.

Families who had children in the home were heavy buyers of frozen concentrated juices, chilled orange juice, and canned fruit drinks. However, they purchased only small quantities of grapefruit products and prune juice.

Young families (29 percent) were above-average buyers of orange drink, miscellaneous drinks, and miscellaneous frozen concentrates. They, however represented relatively small markets for other products.

Middle-age families (22 percent) were strong buyers of frozen concentrated and chilled orange juices, pineapple juice, and canned fruit drinks, but like young families, they bought canned orange juice, prune juice and grapefruit products in limited quantities.

Older families (49 percent) were heavy buyers of canned juices, particularly grapefruit and prune juices, and grapefruit sections. Older families, however, provided comparatively small markets for frozen orange concentrate and canned fruit drinks.

Frozen orange concentrate had strong markets in the Northeast, larger cities, and among families having above-average incomes. On the other hand, families that were character-

Highlights continued

ized as small, older, poorly educated, without children, or as having below-average incomes did not account for their proportionate share of purchases.

The market for chilled orange juice was more closely associated than frozen orange concentrate with the Northeast, larger cities, and high income families.

Purchases of canned orange juice, in contrast to the pattern for most other products, were heaviest in the South, smaller cities, and rural areas. Families having below-average incomes, the less-educated, and the retired were among the heavy buyers.

The purchase pattern for orange drink also differed from most products in that strong markets were in the North Central region, smaller cities, and rural areas. Craftsmen, laborers, and farmers were among the heavy buyers.

The best markets for prune juice, canned grapefruit juice, and canned grapefruit sections were in the Northeast and larger cities. Small and older families and those who did not have children at home were the heavy users.

Consumption of pineapple juice was strong in the Northeast and Pacific States. Well-educated, white-collar, and larger families, including those who had children of various ages, were among the heavier buyers. These same areas also were the better markets for pineapple-grapefruit drink.

The strong markets for tomato juice, which ranked next to frozen orange concentrate in per capita use, were in the Northeast, Mountain-Southwestern, and Pacific States. Upper-income and white-collar families were heavy buyers, as were older families and those having high school or better educations.

The best markets for miscellaneous juices and canned fruit drinks were in the Northeast, among families having above-average incomes, white-collar families, larger families, and the well educated. Young and middle-age families, and larger families with children of various ages were particularly heavy users of miscellaneous drinks and miscellaneous frozen concentrates.

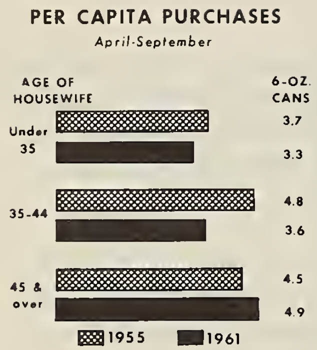
FROZEN CONCENTRATED AND CHILLED JUICES

PER CAPITA USE OF FROZEN ORANGE CONCENTRATE SLOWS

The best markets for frozen concentrated orange juice were found in the Northeast and the Nation's largest cities in

Frozen orange concentrate continued

April-September 1961, just as in the early 1950's when these data were first reported. The heavy per capita users now, as then, were the well-to-do, small and older families, and those who did not have children in the home. (See tables 1, 17 and 20.)



Per capita use has increased over earlier years among light buyers. But many types of families, including the heaviest buyers, have been curtailing their purchases. (See figure in margin.) As a result, per capita consumption in April-September, 16.2 servings per person, was down 5 percent from the preceding summer, and still more from the middle 1950's.

Per person use was off from 1960 in all geographic regions, except for the light-buying South, where it remained the same. Sharp declines were reported in small cities and towns, among families that had 4 or 5 members, children in the 6-12 year age bracket, and among families having high school or college educations. On the other hand, smaller families and those living in rural areas increased their purchases.

Fewer users found among young and middle-age families

About 50 percent of the Nation's families used frozen orange concentrate in April-September, a drop of 1.2 percentage points compared with the record proportion that bought in the summer of 1960.

More high-income families served the product than a year earlier, but the number of users declined among the low-income group. Fewer users were found among families who had young (under 35) or middle-age (35-44) housewives, children of 12 or less, and among those who had 3 or more members in the home.

The average size of purchase held about the same -- 27.3 6-ounce cans or 109 6-ounce servings per buying family. That amount was sufficient to serve a family of 4 about every 7 days.

Frozen orange concentrate accounts for about a third of household purchases

Frozen orange concentrate accounted for 35 percent of all juices and canned fruit drinks bought for home use during the summer of 1961, compared with a 9 percent share for tomato juice, the closest competitor. Canned single-strength juices in total accounted for 35 percent and canned fruit drinks for 21 percent of the market. The balance

was about equally divided between chilled orange juice and miscellaneous frozen concentrates. (See table 19.)

Retail prices up 13 percent from 1960

Prices paid for frozen orange concentrate averaged 20.4 cents per 6-ounce can in April-September, an advance of 13 percent over a year earlier. Except for the freeze year of 1958, when prices averaged 26.4 cents, this was the highest recorded for the period since 1950. A 6-ounce serving cost 5.1 cents, 6 to 42 percent more than competing products. The exceptions were chilled and canned orange juices and prune juice, which were more expensive.

Peak use recorded in 1957

Production of frozen orange concentrate was begun in the middle 1940's. 1/ By April-September 1950, a third of the Nation's families were using the product. More than 51 percent served it in mid-1955, a proportion that has not yet been significantly exceeded.

The average size of purchase doubled between 1950 and 1953 -- rising from 13 to 26 cans per buying family. The all-time high was recorded in the summer of 1957, when the size of purchase averaged 29.7 cans per buying family -- enough to provide a serving each 6 days for a family of 4.

Per capita consumption of frozen orange concentrate amounted to 0.8 serving per month in April-September 1950. Per person use trebled during the next 3 years, rising to 2.4 servings in mid-1953. During these years, those who were heavy buyers of canned orange juice reduced their purchases of that product to become the heavy buyers of frozen orange concentrate.

Peak consumption of frozen orange concentrate -- 3.1 servings per person per month -- was reached in April-September 1957, a decade after the product was introduced. Per capita consumption in April-September 1961 was 12 percent below that amount.

1/ Production was first recorded in USDA "Agricultural Statistics" as 0.2 million gallons in 1945-46. About 35 million gallons were produced in 1950-51, 74 million in 1955-56, and 87 million in 1960-61. Production exceeded 116 million gallons in 1961-62.

Frozen orange concentrate continued

Northeast and large cities are big markets

The decline in per capita purchases from earlier years has been greatest in the Northeast. Nevertheless, consumption in that area averaged 3.9 servings per person per month in April-September, compared with only 1.6 to 2.7 servings in other regions.

As a result, the 27 percent of the Nation's families in the Northeast accounted for 40 percent of all frozen orange concentrate bought for home use in April-September. At the other extreme, the 50 percent of families in North Central and Southern States accounted for only 41 percent of the household market. (See tables 16 and 21, figure 8.)

Similarly, per capita purchase rates have been on the downtrend in large cities (500,000 and over), in contrast to some gains in smaller places. But even so, large cities -- 34 percent of the Nation's families -- represented 45 percent of the market for frozen orange concentrate in April-September. In contrast to this, 31 percent of families in small towns and rural areas accounted for only 17 percent of purchases.

High-income families make 36 percent of purchases

Families having above-average incomes (50 percent) have used more frozen orange concentrate than canned single-strength juices for several years. But the shift was not as great among the less well-to-do, and canned juices continue to be more important in their diets than frozen orange concentrate. In like manner, canned juices continue to dominate the household market in the South, Mountain-Southwestern and Pacific States, and in rural areas. (See table 19.)

Per person use of frozen orange concentrate has been on the downtrend among upper-income families (25 percent of all families) since the middle 1950's, in contrast to an increase in use among the low-income group (also 25 percent.) But nonetheless, consumption in April-September ranged from 2.1 servings per person per month among low-income families to 3.6 servings among the well-to-do. Hence, high-income families accounted for 36 percent of the total quantity of frozen orange concentrate bought for household use in April-September. Low-income families represented 15 percent and the lower-middle income group 21 percent of the market.

Similarly, consumption of frozen orange concentrate among well-educated (18 percent of families) and white-collar

Frozen orange concentrate continued

families (22 percent) remained on the downtrend in April-September. Nevertheless, those groups continued to account for relatively large proportions of household purchases.

On the other hand, craftsmen and laborers (36 percent) and the poorly educated (38 percent) continue to buy relatively small quantities, and those groups failed by wide margin to account for their respective shares of purchases. Farmers and retired families also represented disproportionately small shares of market. 2/

Middle-size families represent 54 percent of market

By size of family, more than half having 3 to 5 members served frozen orange concentrate in April-September. On the other hand, less than half of small (1 or 2 members) or large families (6 or more members) bought the product.

Small families (41 percent of all families) were heavy per capita users, but because they have few members they accounted for a disproportionately small share (33 percent) of purchases.

Per capita consumption among middle-size families (48 percent) was down from the 1950's. Nevertheless, this group accounted for 54 percent of retail purchases of frozen orange concentrate in April-September.

Market declines among families who have children

Families who had children in the home (51 percent) bought less frozen orange concentrate in April-September 1961 than they did a year earlier.

On the other hand, those who did not have children at home bought the product at record high rates to account for 43 percent of purchase volume in April-September, compared with only 39 percent the summer before.

Similarly, older families (49 percent) drank more frozen orange concentrate in April-September than in 1955, but per capita consumption among young and middle-age families was down. As a result, older families accounted for 46 percent of household purchases in April-September, a considerably greater proportion than a few years earlier.

2/ Retired families comprise a large proportion of the "Unclassified" group listed under Occupation of Family Head.

MISCELLANEOUS FROZEN CONCENTRATES UP FROM 1960

Purchases of miscellaneous concentrated juices averaged 2.3 servings per person in April-September 1961. This was an increase of 11 percent over the same period of 1960, but even so, purchases failed to reach levels that prevailed in 1959. (See tables 15 and 20.)

These products, which include frozen concentrates other than orange such as grapefruit, pineapple, tangerine, and blends (some containing citrus) accounted for 5 percent of the juices and fruit drinks bought for home use in mid-1961. (See table 19.)

Information on characteristics of families that buy miscellaneous frozen concentrates was limited to data pertaining to per person purchases.

Northeast has 40 percent of market

Per capita consumption of miscellaneous frozen concentrates in the Northeast and in large cities was well above the national average in April-September, and those areas accounted for approximately 40 percent of retail purchases. Conversely, consumption rates in the South and sparsely populated areas were well below average. (See tables 16 and 21.)

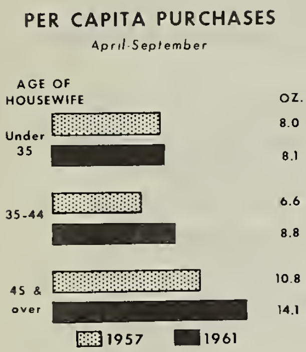
Consumption varied directly with amount of income available to the family, ranging from 13 servings per person among low-income families to 30 servings among the high-income group. The well-educated and professional families were the heaviest users. At the other extreme, the less-well educated and retired families bought comparatively small quantities.

Children like miscellaneous concentrates

Families who had children in the home (51 percent) increased their purchases over 1960 to account for 71 percent of the retail market for these assorted frozen concentrates in April-September. Larger families who had children of various ages were the heaviest users.

On the other hand, consumption rates among small and older families, including those who did not have children in the home, were down from earlier years. While these groups comprised a large proportion of the Nation's families, they represented relatively small markets for miscellaneous frozen concentrates.

CHILLED ORANGE JUICE HAS LIMITED DISTRIBUTION



About 12 percent of the Nation's families bought chilled orange juice in April-September 1961. This was a gain of more than 1 percentage point over the proportion buying a year earlier and was close to double the proportion that bought in mid-1957, when these data were first reported. (See tables 2 and 20.)

About 20 percent of families in the Northeast used the product. In other regions, the proportion of buyers ranged from only 3 percent in the Mountain-Southwest to 12 percent in the Pacific Coast States.

The market for chilled orange juice is more closely associated with the Northeast, large cities, and high-income families than other products. (See tables 16 and 21 and figure 1.)

Chilled orange juice accounted for 4 percent of all juices and canned fruit drinks bought for home consumption in April-September. (See table 19.)

Prices up moderately

Retail prices of chilled orange juice were up 2.7 cents from a year earlier to 40.5 cents per quart, or 7.6 cents per 6-ounce serving. Except for prune juice, this was well above the cost of competing products.

Prices by regions ranged from less than 40 cents per quart in the Northeast, North Central, and Southern States to 50 cents in the Pacific States.

Per capita use up 9 percent from 1960

The size of purchase averaged 9.5 quarts per buying family in April-September, about the same as both a year and 2 years earlier. This amount would serve a family of 4 once every 2 weeks.

Per capita purchases averaged 1.8 servings for the 6-month period, a 9 percent gain over a year earlier and a 23 percent gain over 4 years earlier. The gain reflected an increase in the number of buying families.

Northeast has 58 percent of market

Per person purchases of chilled orange juice averaged 3.8

Chilled orange juice continued

servings in the Northeast, 2 to 3 times the rate in the South and North Central and Pacific Coast States. Hence, the Northeast, with 27 percent of the Nation's families, accounted for 58 percent of the retail market. The North Central States (30 percent of families) were next in importance, accounting for 18 percent of the purchase volume.

Large cities (34 percent of families) represented 56 percent of the market. Per person use in these places, however, was down from 1960 to the level that prevailed in 1958. In contrast, consumption by families in cities of 100,000-500,000 continued to increase and those families (19 percent) represented 21 percent of the market, a considerably greater proportion than a year earlier.

Upper-income families account for 41 percent of market

Consumption of chilled orange juice among upper-income families (25 percent) has doubled in 5 years, rising to 2.7 servings in mid-1961 from 1.3 servings in mid-1957.

Gains in use among the 75 percent of families that comprise the 3 lower-income groups have been small, however, and their purchase rates in April-September were only half as great as those of the well-to-do. As a result, upper-income families accounted for 41 percent of household purchases in April-September, compared with 31 percent a year earlier.

Purchases decline among families having younger children

Use of chilled orange juice was off sharply from 1960 among families who had children of preschool or grammar school age; those who had children under 6 bought even less than they did in 1958, when data for these age groups were first reported.

On the other hand, consumption of chilled orange juice increased among families who had children of other age classifications -- those having teenage children bought about twice as much as in 1958. These families (31 percent) represented 37 percent of the household market in April-September, 1961.

Middle-age and older families increase their purchases

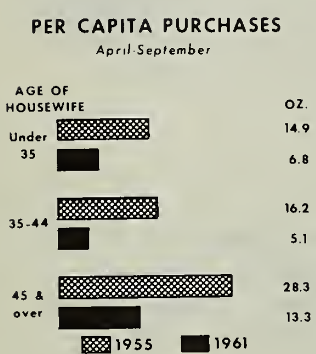
Per capita consumption of chilled orange juice among middle-age and older families was up from earlier years, but use among young families held even with 1957. (See figure in margin.) The 2 older groups (71 percent) represented

74 percent of the market in April-September, a considerably larger proportion than in previous years.

CANNED SINGLE-STRENGTH JUICES AND FRUIT

CANNED ORANGE JUICE FINDS BEST MARKETS IN SOUTH

The South, rural areas, and cities of less than 100,000 provided the best marketplaces for canned single-strength orange juice in April-September 1961. Families having below average incomes and the less educated were among the heaviest buyers. This purchase pattern differs from that of most competitors, which had their best markets in more densely populated areas and among high-income families. (See tables 3 and 19, figure 2.)



Canned orange juice accounted for 3 percent of all juices and canned fruit drinks bought for home use in April-September, compared with 4.4 percent in mid-1960.

Retail prices averaged 42.8 cents per 46-ounce can in April-September. This was an advance of 14 percent over a year earlier and was about the highest price recorded in this series. Except for prune juice, prices of canned orange juice were 10 to 57 percent above those of competing products. (See table 20.)

Per capita use down 28 percent from 1960

The downtrend in per capita use of canned orange juice continued in April-September. This trend began in the early 1950's, when heavy users of the product began shifting to the use of frozen orange concentrate. The declines among those who were light buyers in 1950 were not as drastic, and thus by default they are currently the heavy users of canned orange juice.

Consumption amounted to 1.5 servings per person in April-September, down 28 percent from a year earlier and 66 percent from 1950. Declines from 1960 were particularly sharp among heavy buying groups, such as larger families, those having older children, and those living in rural communities.

Only 16 percent of families bought, compared with 21 percent in mid-1960. The size of purchase, however, held at 4.1 cans per buying family. That quantity was sufficient to provide a serving every 3 weeks for a family of 4.

Canned orange juice continued

South and small towns represent one-third of market

Consumption of canned orange juice averaged 2.4 servings (6-ounce) per person in the South, 2 or 3 times the rate reported for other regions. As a result, this region (20 percent of families) represented 33 percent of the household market for the product. (See tables 16 and 21.)

A greater proportion of buyers and heavier per capita use was reported for rural areas and small towns than for larger cities. The 31 percent of families that lived in these smaller places accounted for 39 percent of retail purchases. On the other hand, the 34 percent of families living in large cities represented only 27 percent of the volume.

Low-income families account for 30 percent of market

A relatively large proportion of low-income families bought canned orange juice to account for 30 percent of the purchase volume in April-September. In contrast, upper-income families represented only 21 percent of the market.

The declines in consumption have been sharper among employed families than among those who have retired. Per person use among the retired was more than double the national average in April-September, whereas use among white-collar families, once the highest reported for any group was about the lowest recorded.

Purchases off sharply among families with children

Families who had children at home curtailed their purchases of canned orange juice far more than those who did not have children. As a result, the childless families represented 52 percent of the market in April-September compared with 43 percent a year earlier.

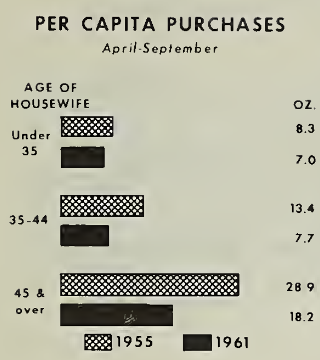
In like manner, young and middle age families reduced their purchases of canned orange juice more than older families. As a result, the older group accounted for 56 percent of the volume in April-September, compared with 51 percent in the preceding summer.

OLDER FAMILIES PROVIDE STRONG MARKET FOR GRAPEFRUIT JUICE

Per capita consumption of canned single-strength grapefruit juice in April-September was up 40 percent from a year earlier, halting the downtrend that had persisted since 1955.

Grapefruit juice continued

Substantially heavier per person use was reported among all types of families, except those who had children of grammar school age. (See tables 4 and 17, figure 3.)



Despite the increase over 1960, per capita consumption was only two-thirds as great as in 1955, when use was the highest recorded in this series.

Per capita consumption of grapefruit juice averaged 2 servings nationally in April-September. Use, by regions ranged from 1.6 serving per person in the North Central States to 2.2 servings in the Northeast and South; by age of housewife, the range was from 1.2 servings among young families to 3 servings among the older group.

Grapefruit juice accounted for about 4 percent of all juices and canned fruit drinks bought for home consumption in April-September. In the preceding summer, the product had 3 percent of the market. (See table 19.)

Retail prices decline

About 17 percent of families bought grapefruit juice in the 6-month period, a rise of 2 percentage points over the preceding summer. The average size of purchase was up sharply to 5.1 cans per buying family -- an amount equivalent to a serving every 2½ weeks for a family of 4.

Retail prices were off 10 percent from the previous summer to 28.1 cents per 46-ounce can, the lowest reported since 1957. Only pineapple-grapefruit drink was less expensive. (See table 20.)

Northeast, South, and large cities are best markets

The best markets for grapefruit juice were found in the Northeast (32 percent), the South (24 percent), and in the Nation's largest cities. Consumption rates in the North Central States were below those in other regions as usual, and the purchase volume in that area remained small in relation to the number of families.

Per capita use in the Pacific States was once the highest reported for any region, but in April-September per capita consumption in that area was not much greater than in the North Central States.

Retired families account for 25 percent of purchases

Per capita consumption was greater among low-income fami-

Grapefruit juice continued

lies than among the other 75 percent of families, but because of differences in the average size of family, the market was evenly divided among the 4 income groups. This distribution is unique, as the market for other products varied with the amount of income available to the family. (See tables 16 and 21.)

The size of purchase was well above average among retired families (18 percent), and despite the fact they have few members they represented 25 percent of the market for grapefruit juice in April-September. White-collar families also were heavy buyers, but other employed groups failed to account for their respective proportion of purchases.

Market weak among families with children

Per capita purchases of grapefruit juice among families having 1 or 2 members (41 percent) were 2 to 4 times those of larger families. As a result, smaller families accounted for 48 percent of the retail movement of the product. Small families also were heavy users of canned grapefruit sections and prune juice, but they were relatively poor buyers of frozen orange concentrate and most other products.

Families who did not have children in the home (49 percent) represented 58 percent of the market. Their purchase rates have held well above the national average. In contrast, purchases of families who have children in the home have been consistently below average.

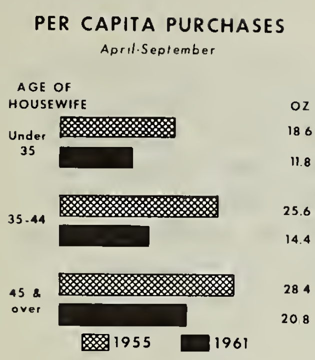
Older families account for 60 percent of market

Per capita consumption rates among older families (49 percent) have averaged 2 to 3 times greater than those of middle-age or young families. (See figure in margin.) Despite a substantial drop in their consumption rates from earlier years, older families represented 60 percent of the household market for grapefruit juice in April-September. On the other hand, young families (29 percent) accounted for only 21 percent of retail movement.

ONE-FOURTH OF FAMILIES BUY PINEAPPLE JUICE

Consumption of pineapple juice averaged 2.7 servings (6-ounce) per person in April-September 1961. Although this represented only a slight decline from 1960, consumption was down 33 percent compared with the record level of 1955. (See tables 5, 17 and 20.)

Pineapple juice continued



Pineapple juice was used by 27 percent of the Nation's families in the summer of 1961 -- only frozen orange concentrate and tomato juice were found in a greater number of homes.

Purchases averaged 4.4 cans per buying family, an amount that would serve a family of 4 about once every 3 weeks. The product accounted for 6 percent of all juices and canned fruit drinks bought for home use in mid-1961. (See table 19.)

Retail prices of pineapple juice were down slightly from a year earlier to 29 cents per 46-ounce can. Prices in the North Central and Mountain-Southwestern States were well above those in other regions.

Northeast, Pacific States, and large cities are strong markets

Purchases in the Northeast and Pacific States were down rather sharply from 1960, but even so, consumption rates in those regions remained well above the national average. The 2 regions (39 percent of families) accounted for 54 percent of the pineapple juice bought for home use in April-September. In contrast, relatively few buyers were found in the North Central region, and those States (30 percent of families) represented only 16 percent of the market. (See tables 16 and 21.)

As for most juices and drinks, consumption of pineapple juice varied directly with the size of community, ranging from 1.6 servings per person in rural areas to 3.5 servings in large cities. Despite substantial declines in per capita use in densely populated areas, large cities (34 percent of families) represented 43 percent of the market in April-September. On the other hand, the 31 percent of families in places under 10,000 failed to account for their respective share of purchases.

More users among the retired, fewer among the employed

The decline in consumption of pineapple juice, compared with the middle 1950's, has been greater among high-income families than among the less financially able. Nevertheless, families having above-average incomes continued to account for relatively large proportions of purchases. (See tables 17 and 18.)

The number of retired families that use pineapple juice increased over 1955. Contrasted to this, however, the pro-

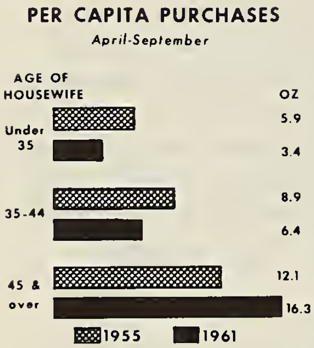
Pineapple juice continued

portion of buyers among employed groups was down sharply.

Decline halted among middle-age families

Per capita use of pineapple juice among middle-age families (22 percent), including those who had older children, was up from 1960, halting the strong downward trend that had persisted for several years. In contrast, per person use continued to decline among young and older families and among those who had children of preschool or grammar school age.

OLDER FAMILIES PROVIDE BEST MARKET FOR PRUNE JUICE



Purchases of prune juice averaged 1.6 servings (6-ounce) per person in April-September 1961, a gain of 5 percent over a year earlier. But even so, per capita consumption was down 10 percent from the record level of 1957. The loss in use was associated with a declining purchase rate among families having young housewives or children in the home. This offset gains in use among older families and those who did not have children at home. (See tables 6, 17 and 20.)

About 16.3 percent of families bought prune juice in April-September, compared with 15 percent in the preceding summer. A greater number of buyers was reported among almost all family classifications. Exceptions included declines in the number of users in the Mountain-Southwestern region, in places under 10,000, younger families, and families having children of age 12 or less.

The average size of purchase was up a little to 6.3 quarts per buying family, an amount sufficient to serve a family of 4 about once every 3 weeks.

Retail prices averaged 43.7 cents per quart, about the same as a year earlier. By regions, prices ranged from 41 cents in the Northeast to 49 cents in the Mountain-Southwestern States. This spread in price was greater than for most other products.

Northeast has 49 percent of market

Per capita consumption in the Northeast was 2 to 3 times the rate in other regions. And this one area, with only 27 percent of the Nation's families, represented 49 percent of the household market for prune juice in April-September.

Prune juice continued

But the 30 percent of families in the North Central States accounted for only 17 percent of purchases. (See tables 16 and 21, figure 4.)

The proportion of buyers varied directly with the size of community. Large cities (34 percent of families) represented 43 percent of the purchase volume, but small towns and rural areas (31 percent of families) represented only 20 percent.

Consumption up among the retired, down among the employed

Per capita use of prune juice increased over 1960 among upper and lower-income families but held about the same among the 2 middle-income groups. Upper-middle income families were below-average buyers, accounting for about the same proportion of purchases (22 percent) as the low-income group. High-income families represented 30 percent of the household market.

Per capita use among retired families (18 percent) has doubled since 1955, and this group accounted for 24 percent of the household market. In contrast, purchases among employed families, although holding at 1960 levels were down from earlier years.

Consumption of prune juice was at a peak level in April-September among families having not more than grammar school training. But purchases of the once heavy buying college trained families (18 percent) dropped to record lows, and as a result they accounted for only 12 percent of the market in April-September. The well-educated also were below-average buyers of canned orange juice and canned orange drink, but they represented 20 to 33 percent of the market for other products.

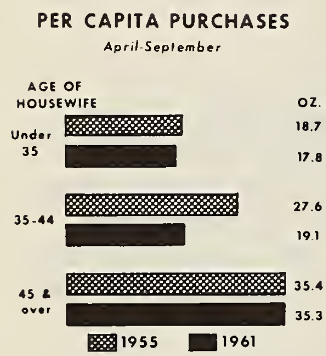
Market is closely associated with small and older families

Consumption of prune juice among families having such characteristics as 1 to 3 members (60 percent of all families); no children in the home (49 percent of families); or an older housewife (also 49 percent) rose to new peaks in April-September. On the other hand, per capita consumption among families having 4 or more members, children in the home, or young and middle-age housewives was down from the middle 1950's. (See figure in margin).

Those families having 1 to 3 members accounted for 70 percent cent of household purchases of prune juice in April-September; older families represented 67 percent of the market;

and childless families accounted for 66 percent. This was a heavier concentration of market among these types of families than was the case for other products, except canned grapefruit sections.

TOMATO JUICE SECOND TO FROZEN ORANGE CONCENTRATE



Purchases of tomato juice averaged 4.2 servings (6-ounce) per person in April-September 1961, up 5 percent, compared with the same period 1960. Heavier purchases were recorded for most types of families. The exceptions included the Northeast and Pacific regions and families who had children of age 12 or less. (See table 7.)

Purchase rates down from earlier years

Per capita consumption of both tomato juice and frozen concentrated orange juice averaged 4.7 servings in April-September 1950. Consumption of tomato juice reached a peak of 5.4 servings per person in 1953 and has since declined to 4.2 servings. In contrast, consumption of frozen orange concentrate has quadrupled since 1950, averaging 16.2 servings in April-September. (See tables 17, 18 and 20.)

Tomato juice, nevertheless, continues to rank next to frozen orange concentrate in per capita use, proportion of families buying (38 percent), and in share of household market (9 percent).

Retail prices were up 0.9 cent from mid-1960 to 28.6 cents per 46-ounce can. As usual, tomato juice was one of the least expensive products reported.

Market strongest in Northeast and among high-income families

The purchase pattern for tomato juice by regions and size of community was similar to most other products--strong in the Northeast and large cities, weak in the South, and in places of less than 10,000. Per capita use in the Pacific Coast and Mountain-Southwestern States also was above the national average. (See tables 16 and 21, figure 5.)

High-income families (25 percent) accounted for 32 percent of the retail purchases in April-September, compared with 19 percent for the low-income group (also 25 percent of families.)

Retired families increase purchases

Consumption of tomato juice among retired families (18 per-

Tomato juice continued

cent) continued to increase in April-September. However, despite gains over 1960, use among employed groups was down from earlier years. The greatest declines were reported among white-collar families, but nevertheless, they continued to account for relatively large proportions of the household market.

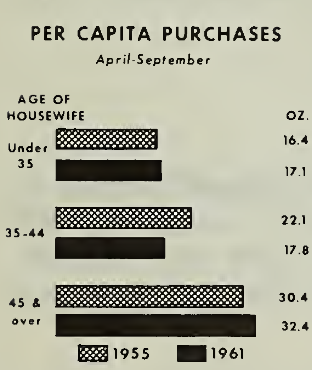
By size of family, use of tomato juice increased over 1960 among the smallest and largest families. Nonetheless, only families having 1 or 2 members bought as much as in the middle 1950's.

Purchases heavy among families having older children

Families of all ages used more tomato juice in April-September than in the preceding summer. But notwithstanding the gains, consumption rates among middle-age families remained well below 1955 levels. (See chart in margin.)

The market for tomato juice was equally divided between families who did and did not have children in the home. Of families with children, the proportion of buyers and the size of purchase was heaviest among those whose offspring were in the 13-17 age bracket.

MISCELLANEOUS CANNED JUICES UP MODERATELY



Miscellaneous juices, such as apple, grape, tangerine, and blends (some of which contain citrus) accounted for 9 percent of all juices and canned fruit drinks bought for household use in April-September. (See table 19.)

Purchases of this group of products were up moderately from mid-1960 to 4 servings per person, reflecting a greater proportion of families buying and a larger size of purchase. Per capita use increased substantially in the South and Mountain-Southwestern States, but declines were reported for other regions. Purchase rates also were down in the largest cities in contrast to gains in smaller cities and rural areas. (See table 8.)

Retail prices were steady at 37 cents per 46-ounce can or 4.8 cents per 6-ounce serving. This was more than paid for most other products. (See table 20.)

Better-educated are heavy buyers

Per capita use was well above the national average in the Northeast, Pacific States, and in large cities. These areas, consequently, accounted for as much as 49 percent

Miscellaneous juices continued

of total household purchases. On the other hand, per capita consumption in the South and in places under 10,000 remained substantially below the average, despite gains over 1960. (See tables 16 and 21.)

The proportion of buyers and the size of purchase varied directly with the amount of family income. As a result, the distribution of market ranged from 18 percent among low-income families to 33 percent among the high-income group.

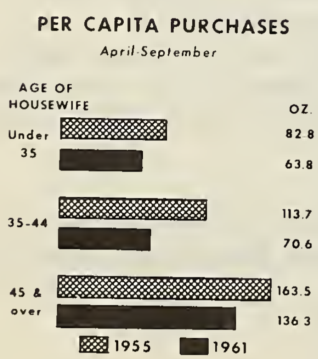
The well-educated were particularly heavy users, as were white-collar families. At the other extreme, craftsmen, laborers, and farmers accounted for disproportionately small volumes of purchases.

Miscellaneous juices popular among teenagers

Per capita consumption of miscellaneous juices was up from 1960 among all age groups, but, even so, middle-age housewives failed to buy as much as in 1955. Purchase rates were well the highest among older families; hence they accounted for a disproportionately large share of the market.

The distribution of purchases by presence of children corresponded rather closely to the distribution of families in these classifications. The proportion of buyers, however, was particularly high among families who had children in the 13-17 age bracket.

CANNED JUICES GIVE WAY TO FROZEN ORANGE CONCENTRATE



Household consumption of canned single-strength juices aggregated 16.1 servings per person in April-September, 1961. Although this was a slight increase over the same period of 1960, consumption rates were off 24 percent in comparison with 1955. (See tables 9 and 20.)

Canned juices, for the second year in succession, were consumed in lesser volume than frozen orange concentrate. This was the reverse of the situation in 1959 and prior years, when use of canned juices exceeded the use of frozen orange concentrate.

In some parts of the Nation, such as the South, Mountain-Southwestern, and Pacific regions, in small towns, and rural areas, canned juices are still used in greater volume than frozen orange concentrate. Canned juices also continued to be more important than frozen orange concen-

Total canned juices continued

trate in the diets of families having below-average incomes, small, retired, and older families, and among those who did not have children in the home. (See tables 17-19.)

Proportion of buyers continues downtrend

About 76 percent of families bought canned juices in April-September, compared with 78 percent a year earlier and 80 percent in 1955.

Purchases averaged 9.4 cans per buying family -- an amount sufficient to serve a family of 4 once every 10 days. Although this was more than bought in mid-1960, the size of purchase was down 18 percent from 1955.

Prices paid for canned juices averaged 35.5 cents per 46-ounce can or 4.6 cents per 6-ounce serving, the same as in the preceding summer. In comparison, prices of frozen orange concentrate, 5.1 cents per serving, were up 13 percent.

Markets strong in the Northeast and large cities

The average size of purchase and the proportion of families buying canned juices were considerably greater in the Northeast and in larger cities than in other places. Hence, these areas accounted for as much as 41 percent of household purchases. (See tables 16 and 21.)

The decline in per capita use from the middle 1950's was sharpest in the Northeast and Pacific Coast States and least in the South.

Retired families maintain high purchase rates

Low and high-income families bought canned juices at the same per person rate. However, since low-income families have comparatively few members, they accounted for only 21 percent of the market, compared with a 30 percent share for the high-income group.

Per person use of canned juices has declined sharply over the years among employed families. In contrast, purchase rates among the retired have held fairly close to the high levels that prevailed in the mid-1950's.

Older families are heavy buyers

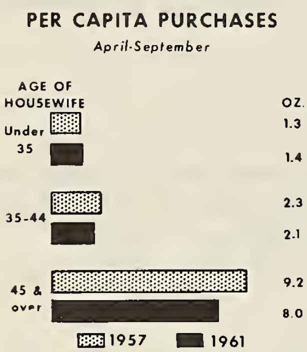
The distribution of market for canned juices by size of family corresponded to the distribution of families, and

Total canned juices continued

all size groups accounted for their proportionate volume of purchases. In contrast, small families represented a relatively small proportion of the market for frozen orange concentrate. Families who did not have children in the home (49 percent) were substantially heavier buyers of canned juices than those who had children, and they accounted for 53 percent of household purchases in April-September. Purchase rates of the childless group have held rather close to 1955 levels.

In like manner, young families were light buyers, and older families were heavy buyers who represented 54 percent of the market in April-September. The decline in purchases from earlier years has been greatest among middle-age families and least among the older group.

CANNED GRAPEFRUIT SECTIONS DROP TO 5-YEAR LOW



Consumption of canned grapefruit sections in April-September 1961 was down 18 percent from a year earlier to 4.4 ounces per person. This was the lowest consumption rate recorded in this 5-year series. (See tables 10 and 20.)

The decline from a year earlier reflected a smaller size of purchase among almost all types of families. The proportion of families buying (13.5 percent), while about the same as in mid-1960, was down 3 percentage points from 1957. Retail prices were steady at 20.6 cents per No. 303 can.

Consumption rates vary widely

Per person use of grapefruit sections varied widely among the various classifications of families. Purchases ranged from 1 ounce per person in the South to 6.7 in the Northeast; from 1.4 ounces among young families to 8 among the older group; and from less than 2 ounces among those who did have children in the home to 9.6 ounces among those who did not have children.

Northeast has 43 percent of market

The Northeast, with 27 percent of the Nation's families, represented 43 percent of the household market for grapefruit sections in April-September. At the other extreme, only 11 percent of purchases were made in the South and Mountain-Southwestern States, even though those areas represented 31 percent of all families. (See tables 16 and 21, figure 6.)

Grapefruit sections continued

In like manner, per capita purchases in larger cities were substantially greater than those in small towns and rural areas. Consequently, the smaller places provided comparatively poor markets for grapefruit sections.

Retired families are heavy buyers

By income groups, the proportion of buyers was highest among upper-income families who accounted for 32 percent of the household market for grapefruit sections. Relatively few lower-middle income families bought, however, and they accounted for only 19 percent of the purchase volume.

Retired families (18 percent), who were among the heaviest per capita users, accounted for 26 percent of the retail market for grapefruit sections in April-September. White-collar families (22 percent) also were above-average buyers. Purchases of craftsmen, laborers, and farmers, however, were far below average.

Older families account for 73 percent of purchases

By age groups, the proportion of families that bought grapefruit sections in April-September ranged from 8 percent of young families to 17 percent of older families, and the size of purchase among these groups varied from 4.8 to 7.8 cans respectively. As a result, older families (49 percent) accounted for 73 percent of all canned grapefruit sections bought for home use in April-September.

Childless families represent 67 percent of market

Families who have children (51 percent) have been consistently low users of grapefruit sections. Furthermore, their consumption rates in April-September were far below levels that prevailed in earlier years. On the other hand, purchases of childless families have remained relatively steady, and this group accounted for 67 percent of the household market in the summer of 1961. (See tables 17 and 18.)

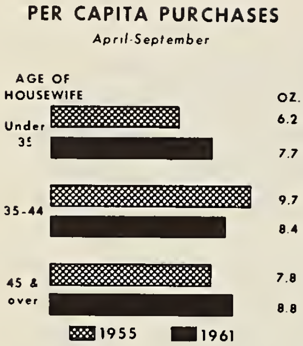
CANNED SINGLE-STRENGTH FRUIT DRINKS

BEST MARKETS FOR CANNED ORANGE DRINK IN SMALLER PLACES

Consumption of canned single-strength orange drink in April-

Orange drink continued

September 1961 was down about 10 percent from the preceding summer to 1.4 servings (6-ounce) per person. Peak per capita consumption, 1.6 servings, was recorded in mid-1957. The product accounted for 3 percent of all juices and canned fruit drinks bought for household use in April-September, 1961. (See tables 11, 19 and 20.)



About 15.2 percent of families bought, compared with 14.2 percent a year earlier. That gain, however, was more than offset by a decrease in the average size of purchase.

Per capita use of canned orange drink was up from 1960 in the South and Mountain-Southwest, with heavier purchases reported among the upper-middle income group and among those who had children of preschool or high school age. On the other hand, per capita consumption declined in Northeast, North Central and Pacific regions, and among families having such characteristics as top or below-average incomes, no children in the home, or middle-age or older housewives.

Retail prices averaged 31.7 cents per 46-ounce can, an advance of 2.2 cents over April-September 1960. Prices were the highest recorded in this 10-year series.

Market is strongest in North Central States

About 42 percent of the purchases of canned orange drink were made in the North Central States, where 30 percent of the Nation's families lived. At the other extreme, the Northeast, which was the strong market area for most products, accounted for only 15 percent of the market for canned orange drink. (See tables 16 and 21, figure 7.)

Similarly, the proportion of buyers and the size of purchase were relatively high in rural areas and cities of moderate size. But large cities (34 percent of families), which were the strong markets for most products, represented only 21 percent of the household market for canned orange drink.

Farm families are heavy users

Middle-income families (50 percent) accounted for a relatively large volume of purchases, but the upper and lower-income groups were below-average buyers of canned orange drink. In further contrast to the usual purchase pattern, white-collar families were among the slowest buyers, while farmers (7 percent of families) were among the heaviest, accounting for 11 percent of household purchases. In con-

Orange drink continued

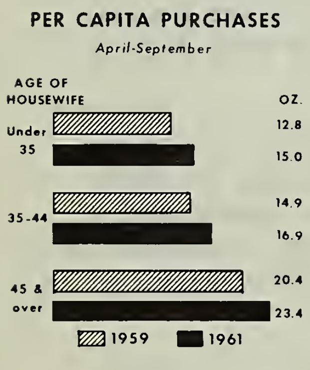
trast, farm families represented only 2 to 6 percent of the market for other products. (See table 19.)

Orange drink popular with children

Families who had children (51 percent) were heavy users of orange drink, accounting for 67 percent of retail movement. The proportion of buyers among families having 4 or more members also was well above the national average.

On the other hand, relatively few childless, small, or older families bought orange drink in April-September.

PINEAPPLE-GRAPEFRUIT DRINK SHOWS CONTINUED GROWTH



Consumption of pineapple-grapefruit drink averaged 3.2 servings per person in April-September 1961, gains of 5 percent over a year earlier and 16 percent over 1959, when these data were first obtained. The drink accounted for 7 percent of all juices and fruit drinks bought for home use in the summer of 1961 -- only frozen orange concentrate and tomato juice had larger shares of the household market. (See tables 12, 19 and 20.)

Retail prices in April-September were down 0.9 cent from a year earlier to 27.3 cents per 46-ounce can or 3.6 cents per 6-ounce serving. All competing products were more expensive. (See table 20.)

The increase in movement of pineapple-grapefruit drink over a year earlier reflected a larger size of purchase, which at 42 servings per buying family was among the heaviest reported. About 25 percent of families bought, the same as a year earlier.

The gains in per capita consumption were greatest in the South and small towns. Among characteristic classifications, heavy gains were reported for middle-income, large, and middle-age families.

Per capita consumption highest in Pacific region

Pineapple-grapefruit drink had its greatest per capita use in the Pacific region, once the strong market area for canned grapefruit juice. Consumption rates also were well above average in the Northeast. On the other hand, relatively few buyers were found in the South or Mountain-Southwestern States. (See tables 17 and 18.)

Pineapple-grapefruit drink continued

By size of community, the proportion of buyers ranged from 16 percent of families in rural areas to 30 percent of those in cities of 500,000 or more.

The proportion of families buying also varied directly with the amount of income available to the family. About 21 percent of low-income families bought, compared with 31 percent of the high-income group.

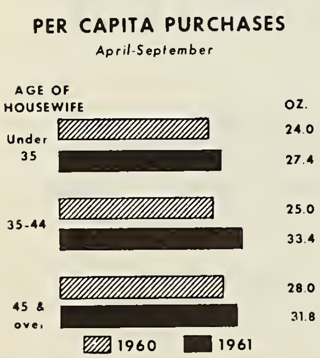
White-collar families were heavy buyers who accounted for relatively large proportions of total purchases. On the other hand, relatively few craftsmen, laborers, or farmers bought pineapple-grapefruit drink. (See tables 16 and 21.)

Middle-age families are heavy buyers

Comparatively few families having 1 to 3 members or a young housewife bought pineapple-grapefruit drink in April-September. However, families who had middle-age housewives or several children of different ages were buyers who represented large shares of the market.

Per capita consumption of pineapple-grapefruit drink was down from earlier years among families who had children of age 12 or less, but use has been on the upturn among those having children in other age brackets. Consumption also has increased among those who do not have children in the home.

MISCELLANEOUS FRUIT DRINKS UP SHARPLY



Miscellaneous fruit drinks, which include canned noncarbonated fruit drinks, ades, and punches other than orange and pineapple-grapefruit drink, accounted for 11 percent of all juices and canned fruit drinks bought for home use in the summer of 1961. (See table 19.)

Purchases of these assorted products amounted to 5.[illegible] servings per person in April-September, 20 percent more than a year earlier, when these data were first reported. The gain was associated with a greater proportion of buyers, together with a larger size of purchase among almost all types of families. (See table 13.)

Retail prices were down a little to 33.7 cents per 46-ounce can. Nevertheless, this was more than paid for most competing products. (See table 20.)

Miscellaneous fruit drinks continued

Northeast represents one-half of market

Consumption of miscellaneous fruit drinks amounted to 9 servings per person in the Northeast, 2 to 3 times the rate in other regions. This area, with 27 percent of families, represented 49 percent of the market; purchases in other regions were small in relation to the number of families. (See tables 16 and 21.)

The proportion of buyers and the average size of purchase were substantially greater in cities of not less than 100,000 than in smaller places. However, per capita use in the largest cities held at 1960 levels, whereas consumption in smaller cities was up sharply.

Distribution of market varies directly with family income

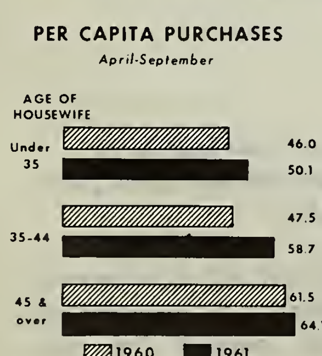
The proportion of buyers and size of purchase varied directly with the amount of family income -- low-income families accounted for 15 percent of the purchase volume, and high-income families for 33 percent.

The proportion of buyers was especially high among well-educated and white-collar families. On the other hand, relatively few buyers were found among farmers or retired families.

Large families are better buyers

Small families and those who did not have children in the home were not as apt to buy miscellaneous fruit drinks as were families who had 4 or more members in the household. The proportion of buyers and the average size of purchase were particularly high among larger families who had children of various ages.

FRUIT DRINKS HAVE 21 PERCENT OF HOUSEHOLD MARKET



Consumption of canned fruit drinks in total averaged 9.8 6-ounce servings per person in April-September 1961, an increase of 10 percent over a year earlier, when these data were first reported. The gain was associated with a greater proportion of buyers, along with a larger size of purchase among almost all types of families. (See table 14.)

Canned fruit drinks accounted for 21 percent of the total quantity of juices and drinks bought for home use in April-September, a gain of 1.5 percentage points in share of mar-

Total fruit drinks continued

ket over a year earlier. (See tables 19 and 21.)

About 52 percent of families bought fruit drinks in April-September, compared with 50 percent in the preceding summer. Purchases averaged 8.3 cans (46-ounce) per buying family -- enough to serve a family of 4 once every 11 days. Canned single-strength juices, in comparison, were served about every 10 days and frozen orange concentrate every 7 days.

Retail prices were down slightly to 31 cents per 46-ounce can. A 6-ounce serving cost 4 cents, 13 percent less than canned juices and 22 percent less than frozen orange concentrate. (See table 20.)

Northeast and large cities are strong markets

The distribution of the market for canned fruit drinks by regions ranged from 8 percent in the Mountain-Southwestern States to 39 percent in the Northeast, the same as for frozen orange concentrate. By size of community, the market ranged from 7 percent in rural areas to 38 percent in large cities. (See tables 16 and 21.)

The proportion of buyers and the average size of purchase varied directly with the amount of family income. High-income families accounted for 30 percent of purchases, compared with 17 percent for the low-income group.

Farm families are heavy buyers

Families of those employed in executive or professional positions (22 percent), who were among the heaviest buyers, accounted for 26 percent of total purchases. Farm families (7 percent) also were heavy buyers. Farmers, along with families in small cities and towns, bought fruit drinks and frozen orange concentrate at about the same per person rate. Other types of families, however, used more frozen orange concentrate than fruit drinks.

Use increases among larger families

Consumption of fruit drinks among families having 6 or more members was up sharply from April-September 1960, but gains among smaller families were moderate.

Families of 4 or more represented 52 percent of the market for canned fruit drinks in April-September. In comparison, this group accounted for 41 percent of the market for can-

Total fruit drinks continued

ned juices and for 46 percent of the market for frozen orange concentrate.

Families who have children 63 percent of market

Per capita consumption of canned fruit drinks increased over 1960 among families who had children in the home. And in April-September, this group (51 percent of families) accounted for 63 percent of the retail market for these products. The gains were greatest among middle-age families and those who had older children.

Fruit drinks were particularly popular among larger families with children of mixed ages. These families (22 percent) represented 33 percent of the household market for fruit drinks in April-September, 1961. In contrast, they accounted for only 21 percent of the market for canned juices and 26 percent of the market for frozen orange concentrate.

Table 1.--FROZEN CONCENTRATED ORANGE JUICE

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 6-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	6-oz. cans	6-oz. cans	Gals.	Gals.	Pct.	Cents	Cents
United States	50.4	51.6	7.5	7.3	27.3	26.9	190	200	-5	20.4	18.0
Geographic region:											
Northeast	61.3	61.9	9.0	8.7	32.0	31.8	271	286	-5	20.6	17.7
North Central	50.3	52.6	7.0	6.7	25.8	26.2	182	204	-11	20.1	17.9
South	36.4	36.3	6.9	6.7	24.1	25.2	116	116	0	20.2	17.3
Mountain-Southwest	46.5	49.3	6.6	6.5	23.0	21.3	146	156	-6	21.1	19.2
Pacific	52.6	54.2	6.5	5.6	25.0	22.0	188	194	-3	20.7	18.7
Size of community:											
Farm	24.8	27.6	5.4	6.0	21.3	21.8	80	73	+10	20.6	18.4
Cities: Under 10,000	39.8	44.7	6.7	6.4	23.0	23.0	115	149	-23	20.8	18.3
10,000-99,999	50.0	52.4	5.3	6.6	26.5	25.2	212	206	+3	20.5	18.2
100,000-499,999	60.2	53.9	7.2	7.4	26.0	27.3	201	216	-7	20.2	18.0
500,000 and over	58.8	62.8	8.4	8.0	30.7	29.9	252	276	-9	20.5	17.8
Family income:											
Upper	65.9	63.7	8.4	8.1	33.1	32.9	251	272	-8	20.5	18.2
Upper middle	57.0	57.1	7.8	7.6	28.2	28.4	190	204	-7	20.4	17.9
Lower middle	47.7	48.0	7.0	7.1	24.5	25.2	159	170	-6	20.4	17.9
Lower	36.1	40.4	6.9	6.0	21.3	19.2	150	143	+5	20.5	18.2
Size of family:											
1 and 2 members	46.8	46.6	6.9	6.7	21.3	21.1	284	257	+11	20.9	18.3
3 members	52.9	53.6	8.0	7.1	28.2	24.7	238	211	+13	20.5	18.4
4 and 5 members	57.4	61.2	8.1	8.3	31.1	32.6	166	221	-25	20.3	17.9
6 and over	42.4	44.5	8.8	8.0	38.8	37.1	105	106	-1	19.8	17.4
Presence of children:											
No children	47.7	47.7	7.2	7.0	23.3	22.8	264	250	+6	20.8	18.3
Under 6 years only	55.2	58.7	7.5	6.8	27.5	23.9	185	196	-6	20.4	17.9
6-12 years only	47.4	62.7	7.4	7.2	27.7	29.7	175	253	-31	20.3	17.8
13-17 years only	60.0	53.6	8.6	8.1	32.0	30.7	200	196	+2	20.5	18.4
Multiple-age groups	52.0	52.3	8.2	8.4	33.9	34.8	133	145	-8	20.1	17.8
Occupation of family head:											
Executive, professional	69.0	69.1	8.4	7.9	32.2	30.9	273	294	-7	20.4	18.1
Clerical, sales	60.4	59.2	8.3	7.8	29.4	28.6	253	268	-6	20.6	18.1
Craftsman, laborer	46.2	48.9	7.3	7.0	26.5	26.0	150	166	-10	20.3	17.9
Farmer	25.7	28.0	6.0	6.3	23.5	22.8	85	73	+16	21.2	18.9
Unclassified	43.7	44.7	6.5	6.9	20.5	22.2	194	212	-8	20.5	18.1
Education of family head:											
Grammar school	35.3	37.3	6.9	6.6	24.1	23.5	130	124	+ 5	20.5	18.0
Some high school	54.1	54.7	7.6	7.5	26.9	27.5	187	213	-12	20.6	18.1
Some college	67.1	70.6	8.0	7.5	30.5	29.0	283	316	-10	20.3	17.9
Age of housewife:											
Under 35 years	50.3	54.1	7.2	6.4	27.3	25.0	154	168	-8	20.3	17.8
35-44 years	54.1	56.3	8.0	7.8	31.1	30.7	167	176	-5	20.1	17.9
45 years and over	49.1	48.8	7.6	7.5	25.8	26.2	231	236	-2	20.7	18.2
Work status of housewife:											
Employed	52.4	54.5	7.2	6.7	25.0	25.0	210	229	-8	20.7	18.1
Unemployed	49.7	50.6	7.7	7.5	28.2	27.7	184	191	-4	20.4	18.0

Table 2.--CHILLED ORANGE JUICE

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 32-oz. carton	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	Qts.	Qts.	Gals.	Gals.	Pct.	Cents	Cents
United States	12.1	10.8	7.4	7.6	9.5	9.3	85	78	+9	40.5	37.8
Geographic region:											
Northeast	20.2	19.2	9.6	9.5	12.2	11.5	178	172	+3	39.7	36.7
North Central	9.2	8.3	5.7	6.6	7.3	8.8	51	57	-11	39.9	38.0
South	10.3	8.5	5.6	4.9	7.8	6.0	55	35	+57	37.8	36.3
Mountain-Southwest	3.4	3.4	1.7	2.5	2.0	3.0	5	8	-38	43.8	37.8
Pacific	11.7	7.9	6.3	6.2	7.4	6.8	70	47	+49	49.4	45.9
Size of community:											
Farm	3.2	4.4	4.9	4.8	5.3	6.0	12	17	-29	41.4	38.1
Cities: Under 10,000	6.9	5.5	5.8	5.0	8.2	6.3	44	27	+63	40.0	37.9
10,000-99,999	8.2	8.4	6.2	7.9	8.0	9.1	50	64	-22	41.8	39.2
100,000-499,999	14.0	10.3	7.3	6.3	9.8	8.1	96	66	+45	40.0	35.8
500,000 and over	18.4	17.9	5.7	8.8	10.2	10.7	140	150	-7	40.5	38.1
Family income:											
Upper	16.8	14.1	8.9	7.4	11.8	9.2	128	90	+42	40.6	37.3
Upper middle	12.5	10.9	6.9	8.1	9.0	9.8	74	72	+3	40.2	37.7
Lower middle	11.5	10.5	6.1	8.9	7.8	10.3	66	82	-20	40.9	39.7
Lower	8.4	8.5	7.2	6.0	8.3	7.9	66	66	0	40.3	35.7
Size of family:											
1 and 2 members	11.8	9.8	6.6	7.4	7.8	8.4	124	115	+8	40.7	38.3
3 members	13.0	14.8	7.9	7.8	10.1	9.1	112	115	-3	41.1	38.9
4 and 5 members	13.3	11.6	8.0	8.5	11.0	11.3	84	77	+9	39.6	37.0
6 and over	8.1	5.4	7.5	5.5	9.2	6.9	27	13	+108	42.6	35.9
Presence of children:											
No children	12.2	10.7	7.0	7.7	8.8	9.2	125	121	+3	40.9	38.0
Under 6 years only	9.9	13.3	5.8	6.3	7.4	7.8	50	77	-35	40.7	39.7
6-12 years only	10.9	15.2	8.1	8.8	9.8	11.3	84	124	-32	40.4	37.3
13-17 years only	16.5	10.8	7.6	7.3	10.0	8.1	97	56	+73	39.4	37.6
Multiple-age groups	11.8	8.0	8.6	8.0	11.5	10.2	60	35	+71	40.4	36.9
Occupation of family head:											
Executive, professional	14.3	14.7	9.0	7.7	11.6	9.7	116	104	+12	40.7	38.2
Clerical, sales	14.0	11.5	7.2	10.7	8.8	12.3	94	120	-22	39.6	39.6
Craftsman, laborer	12.3	11.0	7.5	8.1	9.7	10.1	80	77	+4	40.2	36.8
Farmer	4.0	3.6	7.0	4.8	9.2	5.1	23	11	+109	44.8	38.5
Unclassified	10.6	9.1	5.0	4.3	6.4	5.0	73	52	+40	41.7	38.1
Education of family head:											
Grammar school	10.1	8.1	7.2	7.4	9.2	9.3	72	57	+26	40.6	36.0
Some high school	12.7	11.7	7.5	7.7	9.5	9.3	86	82	+5	40.4	38.5
Some college	14.0	14.0	7.5	7.7	9.7	9.4	101	109	-7	40.7	38.4
Age of housewife:											
Under 35 years	10.0	12.2	7.8	6.0	9.9	7.4	63	60	+5	40.5	38.3
35-44 years	12.6	8.2	7.5	7.4	9.8	9.2	69	41	+68	40.2	36.1
45 years and over	12.9	11.3	7.2	8.4	9.2	10.2	110	114	-4	40.7	38.2
Work status of housewife:											
Employed	13.4	11.2	6.6	6.4	8.6	7.4	96	75	+28	39.8	38.0
Unemployed	11.7	10.7	7.7	8.1	9.8	10.0	81	78	+4	40.8	37.8

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	16.4	21.2	3.6	3.4	4.1	4.1	21	29	-28	42.8	37.5
Geographic region:											
Northeast	15.2	17.9	3.5	3.1	4.0	3.9	19	24	-21	41.7	35.8
North Central	13.6	20.8	3.7	2.8	4.4	3.5	19	24	-21	43.5	37.5
South	24.5	28.9	4.0	4.3	4.5	5.7	33	48	-31	41.9	37.3
Mountain-Southwest	16.1	21.3	3.2	3.2	3.4	3.4	17	25	-32	43.9	39.3
Pacific	12.6	16.3	2.8	2.5	2.7	2.7	12	16	-25	46.7	40.4
Size of community:											
Farm	19.5	27.9	3.3	3.8	3.7	5.0	20	38	-47	42.2	37.4
Cities: Under 10,000	21.1	26.3	3.6	3.5	4.2	4.7	29	41	-29	43.2	38.0
10,000-99,999	16.7	21.5	3.8	3.6	4.9	3.6	26	27	-4	42.7	38.8
100,000-499,999	14.6	19.4	3.5	3.2	3.7	3.9	16	25	-36	42.7	36.2
500,000 and over	13.4	16.6	3.7	3.0	4.0	3.7	17	20	-15	42.9	37.2
Family income:											
Upper	14.8	17.3	3.3	3.3	3.9	4.4	16	23	-30	44.3	38.0
Upper middle	14.2	19.1	3.7	3.2	4.3	4.3	17	24	-29	42.0	37.5
Lower middle	17.5	21.8	3.6	3.6	3.9	4.0	21	28	-25	43.2	37.3
Lower	18.6	25.6	3.9	3.3	4.2	3.9	32	43	-26	41.8	37.3
Size of family:											
1 and 2 members	15.8	18.7	3.4	3.0	3.8	3.4	34	38	-11	44.3	37.8
3 members	18.1	23.6	4.4	3.6	4.7	3.9	31	33	-6	43.3	38.2
4 and 5 members	15.3	21.7	3.3	3.7	3.9	5.1	14	27	-48	41.8	37.5
6 and over	18.3	25.4	3.7	3.5	4.4	5.0	12	18	-33	40.3	36.3
Presence of children:											
No children	16.4	19.7	3.7	3.2	4.4	3.9	36	40	-10	43.7	37.6
Under 6 years only	21.5	31.6	4.3	3.7	3.8	3.1	24	32	-25	42.1	38.0
6-12 years only	11.1	19.0	3.3	3.4	4.2	6.2	15	36	-58	43.4	38.8
13-17 years only	17.4	21.4	3.7	3.8	4.8	5.1	21	29	-28	43.9	37.5
Multiple-age groups	15.2	20.8	3.0	3.3	3.3	4.3	10	16	-38	39.8	36.5
Occupation of family head:											
Executive, professional	12.3	17.8	3.3	2.8	3.0	3.4	11	19	-42	43.3	37.6
Clerical, sales	13.7	18.0	3.7	3.6	4.1	3.8	18	25	-28	44.1	37.3
Craftsman, laborer	17.7	22.6	3.4	3.2	4.0	4.2	20	28	-29	42.0	37.4
Farmer	18.5	20.9	2.9	3.4	3.4	4.3	17	23	-26	43.1	37.6
Unclassified	19.2	23.6	4.5	3.9	5.2	4.7	46	54	-15	43.2	37.7
Education of family head:											
Grammar school	19.5	25.0	4.2	3.7	5.1	5.1	32	41	-22	42.5	37.8
Some high school	15.4	19.5	3.4	3.0	3.8	3.6	17	22	-23	43.2	37.0
Some college	13.6	18.2	3.0	3.2	2.8	3.4	12	22	-45	42.6	37.9
Age of housewife:											
Under 35 years	17.5	27.2	3.8	3.2	3.3	2.9	16	23	-30	42.2	37.8
35-44 years	14.2	16.3	3.0	3.3	3.5	5.2	12	20	-40	40.3	36.6
45 years and over	16.7	20.5	3.7	3.5	4.7	4.5	31	39	-21	43.7	37.8
Work status of housewife:											
Employed	15.6	19.3	3.0	3.2	3.5	4.3	20	32	-38	42.5	38.2
Unemployed	16.6	21.9	3.8	3.4	4.3	4.1	21	28	-25	42.9	37.7

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	17.3	15.7	3.2	2.7	5.1	3.9	28	20	+40	28.1	31.3
Geographic region:											
Northeast	19.0	16.4	3.6	3.1	5.4	4.2	31	23	+35	27.4	30.1
North Central	14.7	13.2	2.7	2.6	4.6	4.1	22	18	+22	28.0	31.6
South	17.5	16.9	3.8	2.8	6.0	4.0	31	20	+55	27.5	30.5
Mountain-Southwest	19.1	17.3	3.2	2.4	4.9	3.4	30	20	+50	28.7	32.6
Pacific	18.2	17.2	2.5	2.2	4.0	3.2	25	20	+25	30.0	33.0
Size of community:											
Farm	12.9	13.9	3.3	2.6	5.2	3.9	19	15	+27	29.0	31.7
Cities: Under 10,000	15.6	14.9	3.3	2.7	5.4	3.7	28	18	+56	29.6	31.7
10,000-99,999	16.5	15.5	3.1	2.3	4.5	3.6	24	20	+20	27.6	31.9
100,000-499,999	18.8	15.3	3.1	2.6	5.0	3.6	28	18	+56	27.9	31.2
500,000 and over	19.0	17.3	3.2	2.9	5.2	4.4	32	26	+23	27.6	30.7
Family income:											
Upper	18.7	16.4	3.1	2.6	4.8	4.0	25	19	+32	28.1	32.1
Upper middle	16.0	13.9	3.0	2.8	5.3	4.3	24	17	+41	27.7	30.8
Lower middle	16.2	14.7	3.4	2.6	5.4	3.7	27	17	+59	27.9	30.7
Lower	18.4	17.5	3.3	2.8	5.0	3.9	37	28	+32	28.5	31.5
Size of family:											
1 and 2 members	19.6	17.6	3.3	2.9	5.3	4.3	60	45	+33	28.6	31.2
3 members	16.6	15.4	3.1	2.3	4.6	3.0	28	17	+65	28.2	31.2
4 and 5 members	15.3	13.3	3.0	2.4	4.7	3.3	17	11	+55	27.2	31.0
6 and over	16.1	14.9	3.7	3.3	6.3	5.2	15	11	+36	27.9	32.7
Presence of children:											
No children	20.0	17.6	3.3	2.8	5.3	4.2	52	39	+33	28.6	31.3
Under 6 years only	15.7	16.7	2.6	1.8	3.8	2.3	17	13	+31	28.0	31.5
6-12 years only	11.4	13.3	3.8	3.4	5.5	5.1	21	21	0	27.8	30.8
13-17 years only	18.8	14.7	2.9	2.7	4.5	3.9	21	15	+40	27.1	31.7
Multiple-age groups	14.2	12.1	3.3	2.5	5.6	3.4	15	8	+88	27.3	31.4
Occupation of family head:											
Executive, professional	19.0	18.3	3.4	2.7	5.4	3.7	31	21	+48	28.2	31.7
Clerical, sales	16.5	17.3	3.5	2.9	5.3	3.7	29	23	+26	27.4	29.9
Craftsman, laborer	15.7	14.1	2.9	2.6	4.5	3.8	20	16	+25	28.1	31.9
Farmer	15.5	10.8	3.0	2.7	4.7	4.1	20	12	+67	29.0	30.9
Unclassified	20.6	17.7	3.4	2.9	5.9	4.6	56	40	+40	28.1	31.1
Education of family head:											
Grammar school	17.6	15.7	3.3	2.9	5.3	4.6	30	23	+30	28.5	31.6
Some high school	15.7	14.7	3.1	2.6	4.9	3.5	23	16	+44	27.7	31.1
Some college	20.1	18.2	3.3	2.6	5.3	3.8	34	24	+42	28.1	31.2
Age of housewife:											
Under 35 years	13.7	13.6	2.9	2.3	4.3	2.7	16	11	+45	27.6	31.9
35-44 years	14.8	12.0	3.0	2.5	5.1	3.6	18	10	+80	27.1	30.0
45 years and over	20.0	18.1	3.4	2.9	5.4	4.4	42	33	+27	28.5	31.5
Work status of housewife:											
Employed	17.2	17.9	3.2	2.6	4.9	3.9	30	27	+11	29.2	30.8
Unemployed	17.3	14.9	3.2	2.7	5.2	3.9	27	18	+50	27.7	31.5

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	27.3	28.1	3.0	2.9	4.4	4.2	38	39	-3	29.0	29.5
Geographic region:											
Northeast	33.3	32.4	3.5	3.7	5.3	5.6	53	61	-13	27.9	28.5
North Central	21.2	21.2	2.4	2.3	3.0	3.2	21	23	-9	31.7	31.6
South	26.2	27.1	3.2	2.7	4.4	3.4	34	27	+26	29.9	31.2
Mountain-Southwest	27.3	29.8	3.1	2.7	4.6	3.9	40	40	0	32.1	32.3
Pacific	30.4	35.7	2.7	2.3	4.8	4.1	50	55	-9	25.9	25.6
Size of community:											
Farm	20.0	22.5	2.5	2.6	4.0	4.0	23	25	-8	30.8	31.7
Cities: Under 10,000	22.6	25.0	2.7	2.5	3.9	3.5	29	29	0	32.1	31.8
10,000-99,999	24.1	25.8	3.2	2.8	4.6	4.0	36	37	-3	29.8	28.8
100,000-499,999	28.8	27.3	3.0	2.7	4.4	4.1	38	35	+9	29.1	29.6
500,000 and over	32.7	33.6	3.1	3.3	4.7	5.0	49	56	-12	27.6	27.7
Family income:											
Upper	32.8	29.4	2.9	3.1	4.3	4.9	39	42	-7	29.1	29.5
Upper middle	27.8	28.0	3.2	2.7	4.8	4.1	37	33	+11	28.8	29.4
Lower middle	24.5	26.6	3.1	2.9	4.5	4.2	34	36	-6	29.2	29.0
Lower	24.7	28.5	2.9	2.8	4.1	3.9	42	46	-9	29.1	29.9
Size of family:											
1 and 2 members	26.1	27.0	2.7	2.9	4.2	4.1	63	66	-5	29.2	29.2
3 members	26.7	27.8	3.1	2.6	4.2	3.7	41	37	+11	28.9	29.4
4 and 5 members	28.6	30.5	3.2	2.9	4.5	4.2	31	32	-3	28.7	29.3
6 and over	28.6	27.4	3.4	3.7	5.4	6.3	23	25	-8	29.4	30.2
Presence of children:											
No children	27.2	27.5	2.9	3.0	4.4	4.2	59	61	-3	29.3	29.5
Under 6 years only	23.7	27.7	3.3	2.8	3.9	3.3	27	29	-7	28.9	29.7
6-12 years only	22.2	34.8	2.9	3.0	3.9	4.3	29	47	-38	29.0	29.2
13-17 years only	32.0	26.2	2.7	2.4	4.3	3.7	35	26	+35	28.4	29.5
Multiple-age groups	29.2	27.8	3.3	3.1	5.0	4.9	27	25	+8	29.0	29.4
Occupation of family head:											
Executive, professional	29.4	29.7	3.1	2.8	4.5	4.3	40	40	0	28.9	29.2
Clerical, sales	29.3	28.2	3.1	3.3	4.2	4.8	41	49	-16	28.0	28.1
Craftsman, laborer	25.5	27.9	3.1	2.9	4.5	4.1	33	34	-3	29.4	29.7
Farmer	20.6	20.0	2.7	2.3	4.3	3.7	24	19	+26	31.3	31.5
Unclassified	29.9	30.1	2.7	3.0	4.3	4.3	60	63	-5	28.5	29.4
Education of family head:											
Grammar school	26.0	26.3	2.9	3.0	4.3	4.1	37	35	+6	29.4	30.9
Some high school	26.5	28.4	3.0	2.9	4.5	4.3	36	39	-8	29.0	29.1
Some college	30.8	30.9	3.1	2.8	4.4	4.4	44	47	-6	28.6	28.3
Age of housewife:											
Under 35 years	23.1	27.4	3.3	2.9	4.3	4.0	27	31	-13	29.1	29.2
35-44 years	29.6	26.4	3.2	2.8	4.7	4.4	33	27	+22	28.8	29.6
45 years and over	28.2	29.1	2.8	3.0	4.3	4.3	48	53	-9	29.1	29.5
Work status of housewife:											
Employed	27.1	28.6	3.2	2.9	4.7	4.5	46	49	-6	29.5	29.1
Unemployed	27.3	28.0	2.9	2.9	4.3	4.2	36	36	0	28.9	29.6

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 6.--PRUNE JUICE

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 32-oz. bottle	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	32-oz. bottle	32-oz. bottle	Cases	Cases	Pct.	Cents	Cents
United States	16.3	15.0	4.9	4.9	6.3	6.1	22	21	+5	43.7	43.9
Geographic region:											
Northeast	23.9	21.7	5.8	6.0	7.8	7.6	40	38	+5	41.2	40.8
North Central	12.3	11.8	3.9	3.7	4.7	4.0	13	11	+18	44.8	45.8
South	14.0	11.8	5.0	4.5	6.1	5.7	17	14	+21	46.3	45.2
Mountain-Southwest	12.9	15.2	4.6	4.3	6.2	5.8	18	20	-10	48.9	47.4
Pacific	16.2	12.8	3.9	4.7	4.6	5.8	18	19	-5	45.9	45.5
Size of community:											
Farm	6.4	8.5	3.1	4.0	3.5	5.3	4	9	-56	46.5	44.8
Cities: Under 10,000	11.4	12.5	5.4	4.5	7.3	5.5	19	16	+19	46.7	45.6
10,000-99,999	15.5	14.2	5.3	4.2	6.3	4.7	22	17	+29	44.6	45.6
100,000-499,999	18.2	14.7	4.8	4.6	6.5	6.2	25	21	+19	43.3	44.9
500,000 and over	21.3	19.5	4.7	5.5	6.1	6.9	29	31	-6	42.8	41.8
Family income:											
Upper	19.5	16.9	4.7	4.7	6.5	5.7	24	20	+20	44.0	43.8
Upper middle	17.0	13.9	4.2	4.7	5.3	6.3	18	18	0	43.5	44.2
Lower middle	15.2	14.8	5.9	6.1	7.2	7.4	24	25	-4	43.6	44.0
Lower	14.1	14.5	4.9	4.3	6.2	5.1	25	22	+14	43.8	43.5
Size of family:											
1 and 2 members	18.3	15.8	5.0	4.8	6.1	5.8	45	38	+18	44.1	44.6
3 members	18.5	18.1	5.7	6.0	7.3	7.2	34	33	+3	43.9	42.8
4 and 5 members	14.0	13.0	4.4	4.2	5.9	5.5	14	13	+8	43.1	43.7
6 and over	11.9	10.6	3.9	4.3	5.5	5.8	7	6	+17	43.2	44.4
Presence of children:											
No children	19.5	16.8	5.5	5.4	7.2	6.9	49	42	+17	43.9	44.3
Under 6 years only	13.4	15.7	3.6	2.8	3.9	2.8	11	10	+10	43.0	43.2
6-12 years only	11.9	15.6	4.3	5.3	5.3	6.2	14	21	-33	42.7	42.0
13-17 years only	17.0	13.4	4.9	6.2	6.3	8.0	19	20	-5	44.8	45.2
Multiple-age groups	12.6	10.8	3.8	3.6	5.0	4.2	8	6	+33	42.9	43.0
Occupation of family head:											
Executive, professional	18.5	16.8	4.0	4.5	5.0	5.1	19	19	0	43.8	43.6
Clerical, sales	19.2	16.5	4.7	4.5	5.5	5.4	24	22	+9	43.8	43.5
Craftsman, laborer	15.3	15.0	5.2	5.4	6.6	6.5	20	20	0	43.5	44.3
Farmer	7.7	5.3	4.0	4.8	5.7	7.0	8	7	+14	46.6	44.0
Unclassified	17.2	16.2	5.5	4.6	8.1	6.8	45	37	+22	43.8	43.5
Education of family head:											
Grammar school	16.1	13.9	5.4	5.3	7.3	7.3	27	23	+17	44.1	43.4
Some high school	16.2	15.8	5.2	5.1	6.8	5.9	23	21	+10	43.3	44.3
Some college	17.0	15.2	3.6	3.7	4.0	4.5	15	16	-6	44.1	44.0
Age of housewife:											
Under 35 years	10.7	12.3	3.3	2.7	3.9	2.8	8	7	+14	43.4	45.0
35-44 years	15.7	13.4	4.3	4.3	5.7	5.0	15	11	+36	42.9	42.6
45 years and over	19.2	16.8	5.5	5.7	7.2	7.4	38	36	+6	44.0	44.0
Work status of housewife:											
Employed	17.0	15.8	4.4	4.4	5.4	5.3	23	22	+5	43.9	44.0
Unemployed	16.1	14.7	5.1	5.1	6.6	6.5	22	20	+10	43.7	43.8

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 7.--TOMATO JUICE

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	38.0	39.0	3.8	3.3	5.0	4.4	59	56	+5	28.6	27.7
Geographic region:											
Northeast	42.6	44.6	4.5	4.2	5.5	5.0	72	74	-3	30.0	29.3
North Central	37.2	36.3	3.4	2.9	4.6	3.9	55	47	+17	28.1	28.3
South	28.5	28.5	3.7	3.2	4.5	3.8	38	30	+27	29.6	29.1
Mountain-Southwest	40.7	43.9	3.3	3.1	4.7	4.1	61	61	0	29.1	28.2
Pacific	42.6	46.5	3.4	3.2	5.2	5.2	75	89	-16	26.0	24.4
Size of community:											
Farm	20.8	22.9	3.2	3.3	4.8	4.9	28	31	-10	31.0	28.2
Cities: Under 10,000	29.3	33.8	3.5	2.9	4.9	3.8	46	42	+10	29.8	28.6
10,000-99,999	39.1	40.8	3.5	3.2	4.8	4.4	61	63	-3	29.0	27.3
100,000-499,999	44.7	39.3	3.8	3.0	5.4	4.1	71	54	+31	27.9	27.3
500,000 and over	43.4	46.9	3.9	3.9	4.9	4.8	67	75	-11	28.2	27.3
Family income:											
Upper	49.4	48.1	3.9	3.6	5.1	5.0	69	70	-1	29.1	27.9
Upper middle	40.3	41.8	3.9	3.3	4.9	4.3	55	52	+6	28.4	28.0
Lower middle	34.3	34.9	3.6	3.3	5.1	4.4	54	49	+10	28.2	27.4
Lower	29.7	32.7	3.7	3.1	4.8	3.9	57	53	+8	28.6	27.2
Size of family:											
1 and 2 members	36.4	37.2	3.9	3.5	5.1	4.3	107	95	+13	28.4	27.6
3 members	38.7	38.3	3.4	3.3	4.2	4.2	60	59	+2	28.8	27.7
4 and 5 members	39.8	43.2	3.7	3.3	4.9	4.3	47	47	0	28.7	27.8
6 and over	37.2	36.9	4.3	3.5	6.2	5.4	35	29	+21	28.5	27.5
Presence of children:											
No children	37.6	37.7	3.9	3.6	5.2	4.5	96	89	+8	28.7	27.8
Under 6 years only	37.4	46.3	2.8	2.7	3.4	3.2	37	48	-23	28.5	27.6
6-12 years only	32.9	47.3	4.1	3.3	5.1	4.6	55	67	-18	28.2	27.4
13-17 years only	45.1	34.0	4.2	3.6	5.8	4.9	66	45	+47	28.7	27.5
Multiple-age groups	38.3	37.0	3.6	3.2	4.9	4.5	36	30	+20	28.4	27.6
Occupation of family head:											
Executive, professional	46.5	50.3	3.8	3.4	4.8	4.3	67	67	0	29.0	28.0
Clerical, sales	45.8	48.4	3.7	3.5	4.8	4.2	72	74	-3	28.1	27.8
Craftsman, laborer	35.6	36.1	3.7	3.3	4.8	4.4	48	47	+2	28.7	27.8
Farmer	23.6	21.9	3.4	2.9	5.8	4.7	37	27	+37	29.7	27.9
Unclassified	33.1	34.8	4.0	3.4	5.6	4.5	86	77	+12	27.7	26.6
Education of family head:											
Grammar school	30.6	30.2	3.5	3.6	4.8	4.7	48	46	+4	29.1	28.1
Some high school	38.6	41.5	4.0	3.3	5.2	4.3	60	57	+5	28.4	27.6
Some college	47.8	49.3	3.6	3.2	4.7	4.3	72	75	-4	28.4	27.3
Age of housewife:											
Under 35 years	37.0	41.7	3.3	2.6	4.1	3.2	41	38	+8	29.0	27.5
35-44 years	39.0	38.3	3.6	3.0	4.8	4.1	44	37	+19	28.1	27.8
45 years and over	38.1	38.0	4.1	3.8	5.4	5.1	82	80	+2	28.7	27.7
Work status of housewife:											
Employed	40.0	39.9	3.7	3.3	4.7	4.1	68	63	+8	28.8	28.0
Unemployed	37.3	38.6	3.8	3.4	5.1	4.5	56	54	+4	28.5	27.5

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 8.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961 1/

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	46.4	45.5	4.5	4.1	3.8	3.6	55	53	+4	37.0	36.9
Geographic region:											
Northeast	56.3	56.9	5.1	4.8	4.3	4.1	75	77	-3	35.8	35.3
North Central	42.6	42.7	3.8	3.7	3.2	3.2	44	45	-2	37.0	36.9
South	35.3	31.4	4.7	3.8	3.4	2.7	35	25	+40	37.3	35.4
Mountain-Southwest	44.1	43.3	4.5	3.7	3.7	2.8	51	41	+24	39.2	40.9
Pacific	53.7	52.4	4.3	4.2	4.0	4.2	74	82	-10	38.2	37.8
Size of community:											
Farm	28.6	25.0	3.0	3.2	2.6	2.6	22	18	+22	38.6	38.6
Cities: Under 10,000	34.4	34.8	3.7	3.4	3.2	2.9	36	33	+9	38.1	36.6
10,000-99,999	44.1	45.4	4.2	3.7	3.6	3.0	52	48	+8	37.0	37.2
100,000-499,999	50.6	47.1	4.5	3.8	3.6	3.0	54	46	+17	38.0	38.5
500,000 and over	57.2	58.6	5.0	4.8	4.3	4.4	79	86	-8	36.2	36.0
Family income:											
Upper	57.6	52.9	4.8	4.6	4.2	4.3	67	67	0	37.4	36.9
Upper middle	48.9	45.5	4.8	3.9	4.0	3.3	56	43	+30	36.4	37.1
Lower middle	42.6	43.8	4.1	4.2	3.4	3.5	45	49	-8	37.4	36.2
Lower	38.4	40.7	4.1	3.8	3.3	3.0	50	51	-2	36.7	37.8
Size of family:											
1 and 2 members	46.5	46.4	4.2	4.2	3.5	3.3	94	91	+3	38.1	38.0
3 members	48.1	48.2	4.8	4.3	3.9	3.5	67	61	+10	37.7	37.5
4 and 5 members	47.3	46.5	4.8	4.2	4.0	3.8	46	44	+5	36.3	36.8
6 and over	40.3	34.1	4.0	3.9	3.8	4.2	23	21	+10	35.3	34.5
Presence of children:											
No children	47.7	47.2	4.5	4.3	3.8	3.6	89	89	0	37.6	37.9
Under 6 years only	42.0	46.7	5.3	4.3	4.0	2.9	49	44	+11	36.4	36.4
6-12 years only	40.2	49.4	4.2	4.0	3.4	3.9	45	58	-22	37.4	35.4
13-17 years only	53.1	43.8	3.9	3.8	3.4	3.5	45	41	+10	36.9	37.0
Multiple-age groups	45.7	39.5	4.6	3.8	4.0	3.6	35	26	+35	36.2	36.2
Occupation of family head:											
Executive, professional	57.3	54.9	4.9	4.8	4.1	4.7	71	80	-11	36.6	36.6
Clerical, sales	54.2	53.9	4.9	4.9	4.1	4.1	73	80	-9	37.5	37.1
Craftsman, laborer	41.8	42.4	4.2	3.6	3.5	2.9	42	36	+17	37.1	36.6
Farmer	30.7	23.6	3.3	2.9	2.9	2.4	24	15	+60	38.5	38.3
Unclassified	44.8	46.2	4.4	4.2	3.8	3.3	78	74	+5	36.7	37.9
Education of family head:											
Grammar school	39.0	38.1	4.2	3.8	3.5	3.2	44	39	+13	37.4	36.8
Some high school	46.5	46.0	4.3	3.9	3.6	3.3	51	49	+4	36.8	37.4
Some college	57.4	57.7	5.1	5.0	4.3	4.4	80	90	-11	37.1	36.4
Age of housewife:											
Under 35 years	40.9	43.1	4.5	4.0	3.6	3.2	40	39	+3	36.3	36.7
35-44 years	46.9	42.4	4.3	4.0	3.7	3.7	41	36	+14	36.5	35.6
45 years and over	48.8	47.6	4.6	4.2	3.9	3.7	75	72	+4	37.5	37.7
Work status of housewife:											
Employed	46.7	48.4	4.7	4.1	4.0	3.5	67	65	+3	38.4	38.0
Unemployed	46.3	44.4	4.4	4.2	3.7	3.6	51	49	+4	36.5	36.5

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato.
Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 9.--TOTAL CANNED SINGLE-STRENGTH JUICES

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	75.7	77.8	8.3	7.5	9.4	8.5	223	218	+2	35.5	35.4
Geographic region:											
Northeast	82.2	84.7	10.4	9.6	11.6	10.5	291	296	-2	---	---
North Central	72.2	73.3	6.6	6.1	7.5	6.9	175	168	+4	---	---
South	68.0	69.1	8.7	7.4	9.4	8.2	187	163	+15	---	---
Mountain-Southwest	76.7	81.7	7.8	6.7	8.8	7.5	217	206	+5	---	---
Pacific	81.1	84.9	7.4	6.9	9.1	8.9	252	282	-11	---	---
Size of community:											
Farm	58.4	60.2	5.7	6.5	7.0	8.2	116	135	-14	---	---
Cities: Under 10,000	68.3	74.0	7.0	6.3	8.4	7.3	187	178	+5	---	---
10,000-99,999	75.4	79.2	8.0	6.8	9.0	7.6	222	212	+5	---	---
100,000-499,999	81.1	79.7	8.4	6.7	9.5	7.5	231	200	+16	---	---
500,000 and over	81.6	84.7	9.5	9.2	10.4	10.3	272	293	-7	---	---
Family income:											
Upper	86.2	81.5	8.9	8.4	10.1	10.0	240	241	0	---	---
Upper middle	76.8	77.9	8.5	7.2	9.6	8.4	207	186	+11	---	---
Lower middle	71.9	76.1	8.1	7.6	9.1	8.4	205	204	0	---	---
Lower	69.2	76.1	7.9	6.9	8.6	7.6	243	242	0	---	---
Size of family:											
1 and 2 members	76.0	76.8	8.2	7.5	9.2	8.2	404	373	+8	---	---
3 members	76.1	80.9	9.0	7.8	9.4	8.2	261	240	+9	---	---
4 and 5 members	76.6	79.7	8.1	7.4	9.2	8.7	170	173	-2	---	---
6 and over	71.0	71.1	8.4	7.7	10.7	10.7	115	111	+4	---	---
Presence of children:											
No children	77.4	77.8	8.7	8.0	9.9	8.8	380	360	+6	---	---
Under 6 years only	72.0	87.4	8.2	6.7	7.8	6.3	164	175	-6	---	---
6-12 years only	64.4	85.5	7.8	7.6	8.5	9.5	179	251	-29	---	---
13-17 years only	87.7	70.5	7.9	7.8	9.5	9.3	207	177	+17	---	---
Multiple-age groups	73.5	72.8	8.0	6.8	9.4	8.4	130	111	+17	---	---
Occupation of family head:											
Executive, professional	82.5	84.9	8.9	8.1	9.7	9.3	239	245	-2	---	---
Clerical, sales	82.2	82.0	8.9	8.7	9.6	9.2	256	273	-6	---	---
Craftsman, laborer	72.8	76.9	7.9	7.0	8.8	8.0	183	181	+1	---	---
Farmer	59.0	54.4	6.2	5.6	8.2	7.3	130	103	+26	---	---
Unclassified	75.7	79.4	8.8	7.7	10.6	8.9	371	345	+8	---	---
Education of family head:											
Grammar school	70.8	70.4	8.2	7.7	9.5	9.1	220	206	+7	---	---
Some high school	75.4	79.6	8.2	7.2	9.2	8.0	210	204	+3	---	---
Some college	83.5	87.0	8.7	7.9	9.7	8.9	256	274	-7	---	---
Age of housewife:											
Under 35 years	69.3	81.8	7.6	6.3	7.9	6.4	148	148	0	---	---
35-44 years	76.5	72.5	7.8	6.9	8.9	8.4	163	140	+16	---	---
45 years and over	78.3	78.1	8.9	8.3	10.2	9.6	316	314	+1	---	---
Work status of housewife:											
Employed	76.7	77.9	8.2	7.6	9.2	8.6	253	258	-2	---	---
Unemployed	75.3	77.8	8.4	7.5	9.5	8.5	214	206	+4	---	---

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 10.--CANNED GRAPEFRUIT SECTIONS

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per No. 303 can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	No. 303 cans	No. 303 cans	Cases	Cases	Pct.	Cents	Cents
United States	13.5	13.3	2.9	3.6	6.9	8.4	9	11	-18	20.6	20.6
Geographic region:											
Northeast	18.8	16.0	3.1	4.1	7.8	9.9	14	16	-12	20.1	---
North Central	13.9	15.0	2.9	3.5	6.9	8.4	10	13	-23	20.1	---
South	5.5	5.4	2.0	3.1	4.2	6.6	2	3	-33	20.3	---
Mountain-Southwest	7.4	9.8	3.1	3.0	6.9	7.2	5	8	-38	21.6	---
Pacific	18.7	19.5	2.7	3.0	6.0	6.9	12	16	-25	22.5	---
Size of community:											
Farm	6.7	8.4	3.4	3.3	10.2	9.0	6	7	-14	21.2	---
Cities: Under 10,000	10.7	11.6	2.4	3.0	5.4	6.6	6	8	-25	20.6	---
10,000-99,999	12.3	13.9	3.5	3.4	8.1	8.7	10	13	-23	20.1	---
100,000-499,999	15.0	13.3	3.0	3.5	7.2	7.8	10	11	-9	20.8	---
500,000 and over	16.7	15.8	2.8	4.0	6.6	9.3	11	15	-27	20.6	---
Family income:											
Upper	17.3	16.2	2.9	4.0	7.2	10.5	11	16	-31	20.5	---
Upper middle	13.5	11.6	2.9	3.2	7.2	7.2	9	7	+29	20.2	---
Lower middle	10.8	11.6	2.7	3.0	6.3	7.2	7	9	-22	21.2	---
Lower	12.8	13.6	3.0	3.8	6.6	8.1	11	14	-21	20.7	---
Size of family:											
1 and 2 members	17.6	16.8	3.0	3.8	6.9	8.4	22	26	-15	21.2	---
3 members	12.9	13.3	3.1	3.3	7.5	7.8	11	12	-8	20.2	---
4 and 5 members	10.4	10.0	2.3	3.6	5.7	8.7	4	7	-43	19.9	---
6 and over	8.6	7.1	3.4	3.1	9.9	9.0	4	3	+33	19.8	---
Presence of children:											
No children	17.6	16.6	3.1	3.8	7.2	8.7	20	23	-13	20.9	---
Under 6 years only	7.8	7.4	2.7	3.0	6.3	7.2	4	5	-20	19.4	---
6-12 years only	8.0	15.4	2.1	2.6	4.5	5.7	4	9	-56	20.3	---
13-17 years only	13.5	9.9	2.4	4.7	5.4	12.3	6	10	-40	21.2	---
Multiple-age groups	9.9	8.3	2.7	3.0	7.2	7.8	4	4	0	19.6	---
Occupation of family head:											
Executive, professional	17.4	14.5	2.7	3.6	6.6	9.0	11	13	-15	20.4	---
Clerical, sales	15.7	18.2	2.8	3.2	5.7	7.2	9	15	-40	21.0	---
Craftsman, laborer	9.8	10.0	3.0	3.3	7.2	7.8	6	7	-14	20.0	---
Farmer	8.2	7.1	2.7	3.5	6.9	9.6	5	6	-17	22.3	---
Unclassified	18.1	18.6	3.1	4.1	7.5	9.0	20	26	-23	21.1	---
Education of family head:											
Grammar school	11.3	10.9	3.3	3.8	8.4	9.0	10	10	0	20.1	---
Some high school	13.4	13.5	2.9	3.5	6.6	8.7	8	12	-33	20.8	---
Some college	17.0	17.2	2.5	3.4	6.0	7.5	10	14	-29	21.0	---
Age of housewife:											
Under 35 years	7.7	7.3	2.2	2.3	4.8	4.8	3	3	0	19.5	---
35-44 years	10.7	8.8	2.2	3.1	5.4	7.5	4	5	-20	20.2	---
45 years and over	17.4	17.5	3.2	3.9	7.8	9.3	17	21	-19	20.8	---
Work status of housewife:											
Employed	15.1	13.6	2.9	3.4	6.6	7.5	11	12	-8	21.2	---
Unemployed	12.9	13.2	2.9	3.6	7.2	8.7	9	11	-18	20.4	---

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 11.--CANNED SINGLE-STRENGTH ORANGE DRINK
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	15.2	14.2	2.5	2.5	4.0	4.5	19	21	-10	31.7	29.5
Geographic region:											
Northeast	11.7	10.2	2.2	2.2	3.0	3.4	11	12	-8	32.5	31.1
North Central	19.3	19.1	2.5	2.8	4.4	5.3	28	34	-18	30.9	29.3
South	12.6	12.1	3.5	3.0	5.4	4.8	20	17	+18	33.7	30.3
Mountain-Southwest	16.8	15.8	2.2	1.8	3.8	3.0	20	16	+25	32.3	29.5
Pacific	16.5	14.3	2.0	2.2	3.4	4.8	18	25	-28	29.8	28.1
Size of community:											
Farm	15.6	15.7	2.9	3.1	4.5	5.0	20	22	-9	31.7	30.2
Cities: Under 10,000	17.3	17.7	2.5	2.7	4.1	4.6	23	27	-15	31.7	29.6
10,000-99,999	15.2	14.2	2.6	2.6	4.4	5.4	22	27	-19	32.4	28.9
100,000-499,999	18.2	15.4	2.7	2.4	4.5	4.5	24	23	+4	30.8	28.9
500,000 and over	11.8	10.8	2.2	2.1	3.3	3.6	12	13	-8	32.0	30.0
Family income:											
Upper	14.1	13.4	2.3	2.4	3.8	4.5	14	18	-22	31.7	30.0
Upper middle	17.8	13.6	2.8	2.6	4.7	4.8	24	18	+33	31.6	28.8
Lower middle	14.8	14.3	2.7	2.6	4.4	4.8	20	22	-9	31.0	29.4
Lower	14.2	15.5	2.3	2.5	3.4	4.0	20	26	-23	32.8	29.7
Size of family:											
1 and 2 members	11.7	11.0	2.3	2.5	3.7	4.4	25	29	-14	31.7	29.2
3 members	13.7	13.5	2.7	2.4	4.2	4.3	21	21	0	31.5	29.0
4 and 5 members	18.9	19.1	2.6	2.5	4.1	4.4	19	21	-10	31.9	29.6
6 and over	20.2	17.2	2.6	2.6	4.4	5.1	14	13	+8	31.4	30.1
Presence of children:											
No children	11.6	11.4	2.3	2.5	3.6	4.3	21	26	-19	31.8	29.4
Under 6 years only	15.8	16.3	2.6	2.1	4.4	3.3	20	17	+18	31.7	28.5
6-12 years only	18.6	20.2	2.6	2.3	4.2	4.3	26	27	-4	31.0	29.1
13-17 years only	18.1	14.4	2.9	2.4	5.0	4.1	23	16	+44	32.4	29.2
Multiple-age groups	19.9	17.5	2.6	3.0	4.1	5.5	16	18	-11	31.5	30.0
Occupation of family head:											
Executive, professional	13.3	12.2	2.2	1.8	3.5	3.2	14	12	+17	31.5	29.3
Clerical, sales	12.3	12.2	3.0	2.7	5.2	5.1	21	22	-5	30.9	29.7
Craftsman, laborer	17.0	14.6	2.5	2.8	4.0	4.9	20	21	-5	31.9	29.5
Farmer	18.6	17.6	3.0	3.3	5.6	5.7	28	26	+8	31.3	28.8
Unclassified	14.0	15.5	2.2	2.2	3.4	3.8	22	28	-21	32.2	29.8
Education of family head:											
Grammar school	15.9	15.6	2.7	2.8	4.4	4.6	23	23	0	32.4	30.1
Some high school	15.9	13.9	2.4	2.6	3.8	4.7	18	21	-14	31.5	29.3
Some college	12.5	12.6	2.4	1.8	4.2	3.9	17	17	0	31.0	28.6
Age of housewife:											
Under 35 years	16.0	14.6	2.6	2.4	4.1	4.2	18	17	+6	31.3	29.2
35-44 years	18.8	16.3	2.7	3.1	4.3	5.5	20	21	-5	31.6	29.5
45 years and over	13.3	13.3	2.4	2.3	3.9	4.1	20	23	-13	32.0	29.6
Work status of housewife:											
Employed	13.0	11.7	2.7	2.5	4.6	4.8	21	22	-5	31.9	28.9
Unemployed	15.9	15.2	2.5	2.5	3.9	4.4	19	21	-10	31.6	29.7

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--CANNED SINGLE-STRENGTH PINEAPPLE-GRAPEFRUIT DRINK

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	25.4	25.4	3.0	2.9	5.5	5.1	44	42	+5	27.3	28.2
Geographic region:											
Northeast	31.5	31.5	2.8	3.0	5.4	5.3	52	55	-5	27.0	27.9
North Central	24.4	25.9	3.0	2.9	5.7	5.1	45	44	+2	27.0	28.4
South	17.5	14.0	3.3	2.9	5.3	4.2	27	17	+59	30.0	30.8
Mountain-Southwest	20.5	23.7	3.0	2.7	5.4	4.8	35	38	-8	30.1	30.3
Pacific	31.6	31.6	3.1	2.7	5.9	5.4	64	64	0	25.6	25.8
Size of community:											
Farm	16.0	17.5	2.9	2.6	5.4	4.8	24	23	+4	28.6	30.4
Cities: Under 10,000	21.1	21.8	3.3	2.7	6.4	4.4	44	32	+38	28.9	29.3
10,000-99,999	23.8	25.3	2.8	2.9	5.1	5.8	39	52	-25	28.1	27.5
100,000-499,999	27.7	24.9	3.0	3.0	5.6	5.4	47	44	+7	27.6	28.7
500,000 and over	30.1	30.8	2.9	3.0	5.3	5.0	51	51	0	26.1	26.9
Family income:											
Upper	30.9	29.5	2.9	2.9	5.4	5.2	46	45	+2	27.2	27.8
Upper middle	26.1	23.3	3.1	3.0	5.8	5.7	42	38	+11	27.1	27.8
Lower middle	24.4	25.8	3.1	2.8	5.7	4.7	43	39	+10	27.4	28.2
Lower	21.2	23.2	2.9	2.8	5.4	4.8	46	46	0	27.7	29.1
Size of family:											
1 and 2 members	23.7	25.6	2.9	2.7	5.2	4.6	71	71	0	27.8	28.2
3 members	24.5	26.4	3.2	3.1	5.5	5.4	50	51	-2	27.1	28.8
4 and 5 members	27.2	26.7	2.9	2.9	5.4	5.4	35	36	-3	27.3	27.8
6 and over	28.6	19.6	3.2	2.8	6.9	5.1	30	14	+114	26.7	28.2
Presence of children:											
No children	24.2	26.1	3.0	2.8	5.4	5.0	65	67	-3	27.7	28.4
Under 6 years only	22.3	25.4	3.3	3.3	5.5	5.1	36	41	-12	27.9	28.6
6-12 years only	20.8	29.7	3.1	3.0	5.1	5.2	35	48	-27	27.0	27.9
13-17 years only	30.9	23.3	2.6	2.4	4.9	4.0	38	26	+46	26.9	28.1
Multiple-age groups	29.4	22.5	3.0	3.0	6.2	5.7	34	24	+42	26.8	27.7
Occupation of family head:											
Executive, professional	29.1	29.7	3.1	2.9	5.6	5.1	49	47	+4	27.1	28.0
Clerical, sales	29.5	30.0	3.1	3.1	5.5	5.4	54	58	-7	26.7	28.0
Craftsman, laborer	24.2	22.8	2.8	2.8	5.2	4.9	36	33	+9	27.3	28.0
Farmer	19.2	18.6	3.6	2.8	6.4	5.0	33	24	+38	28.9	29.4
Unclassified	23.3	26.5	3.1	2.7	6.0	5.7	65	66	-2	27.8	28.6
Education of family head:											
Grammar school	22.3	22.4	2.9	2.7	5.1	4.5	37	33	+12	28.1	28.9
Some high school	26.0	25.0	3.0	2.9	5.7	5.2	45	41	+10	27.2	28.2
Some college	28.9	31.8	3.1	3.1	5.8	5.5	53	62	-15	26.9	27.6
Age of housewife:											
Under 35 years	22.6	23.4	3.2	3.1	5.6	5.1	35	34	+3	27.5	28.1
35-44 years	27.7	24.4	3.0	3.0	5.9	5.4	39	31	+26	26.6	27.6
45 years and over	25.8	26.6	2.9	2.8	5.4	4.9	54	55	-2	27.6	28.5
Work status of housewife:											
Employed	24.6	26.6	2.9	2.8	5.3	4.9	47	50	-6	27.5	28.2
Unemployed	25.7	25.0	3.0	2.9	5.6	5.2	44	40	+10	27.2	28.2

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED SINGLE-STRENGTH FRUIT DRINKS
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961 1/

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-oz. can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	38.6	34.0	4.2	3.7	5.9	5.4	72	60	+20	33.7	34.2
Geographic region:											
Northeast	50.7	45.6	5.5	4.9	8.1	7.2	126	108	+17	33.8	34.7
North Central	36.9	34.5	3.5	3.4	4.9	4.7	58	55	+5	33.4	33.5
South	27.8	21.6	3.8	2.9	5.4	4.4	44	28	+57	34.3	34.9
Mountain-Southwest	34.1	29.4	2.7	2.8	4.1	3.9	45	38	+18	33.7	34.8
Pacific	37.2	31.7	3.3	2.4	4.1	3.6	52	42	+24	33.2	32.8
Size of community:											
Farm	24.6	21.4	2.9	3.3	4.3	4.9	30	29	+3	33.9	34.4
Cities: Under 10,000	32.9	29.6	3.9	3.1	5.7	4.5	61	44	+39	34.7	34.7
10,000-99,999	36.4	33.8	3.9	3.4	5.5	4.8	65	58	+12	33.7	34.3
100,000-499,999	45.1	36.2	4.2	3.4	6.0	4.8	82	57	+44	33.9	34.2
500,000 and over	42.8	40.1	4.5	4.4	6.4	6.6	87	88	-1	33.1	33.8
Family income:											
Upper	47.1	39.7	4.6	4.5	6.8	7.0	88	82	+7	33.9	34.2
Upper middle	41.8	34.1	4.5	3.7	6.5	5.1	76	50	+52	33.5	34.0
Lower middle	37.1	33.4	4.1	3.6	5.6	5.2	65	55	+18	33.6	34.3
Lower	30.0	29.9	3.3	3.1	4.5	4.1	55	52	+6	33.8	34.4
Size of family:											
1 and 2 members	33.4	29.2	3.1	2.9	4.0	4.0	79	70	+13	34.1	34.7
3 members	38.6	38.7	4.2	3.8	5.6	5.3	79	74	+7	33.9	34.0
4 and 5 members	44.0	39.7	4.8	4.3	7.0	6.4	75	63	+19	33.5	34.2
6 and over	41.9	30.6	5.4	5.0	8.5	8.1	54	36	+50	33.5	33.9
Presence of children:											
No children	34.2	30.1	3.3	3.2	4.5	4.5	76	70	+9	34.0	34.7
Under 6 years only	37.3	41.6	4.5	3.2	5.8	4.4	64	59	+8	33.8	33.5
6-12 years only	39.1	45.3	4.3	4.1	6.0	5.9	78	83	-6	33.5	34.1
13-17 years only	44.2	34.5	4.3	4.0	6.1	5.5	68	52	+31	33.9	34.6
Multiple-age groups	45.9	35.0	5.3	4.9	8.2	7.6	71	48	+48	33.4	34.0
Occupation of family head:											
Executive, professional	44.2	39.6	4.9	4.1	7.0	6.2	93	77	+21	33.8	34.0
Clerical, sales	40.0	36.6	4.1	3.6	5.7	5.0	75	66	+14	33.7	34.5
Craftsman, laborer	39.4	35.2	4.2	3.9	6.0	5.5	67	58	+16	33.5	34.1
Farmer	28.2	23.7	3.1	2.6	4.9	3.7	37	22	+68	33.9	34.2
Unclassified	32.9	28.6	3.3	3.2	4.6	4.7	70	65	+8	34.1	34.9
Education of family head:											
Grammar school	32.4	27.9	3.6	3.4	5.1	4.8	54	43	+26	33.7	34.7
Some high school	41.4	35.8	4.2	3.8	5.9	5.4	74	62	+19	33.7	34.2
Some college	42.0	41.1	4.7	4.0	6.9	6.3	91	90	+1	33.6	33.8
Age of housewife:											
Under 35 years	37.5	37.2	4.5	3.6	6.3	5.4	64	56	+14	33.7	33.7
35-44 years	45.8	36.7	4.7	4.6	7.0	6.8	77	58	+33	33.4	34.1
45 years and over	36.1	31.7	3.7	3.4	5.2	4.9	74	65	+14	33.9	34.6
Work status of housewife:											
Employed	37.6	35.4	3.8	3.7	5.5	5.4	75	74	+1	33.7	---
Unemployed	38.9	33.6	4.3	3.7	6.1	5.4	71	56	+27	33.7	34.2

1/ All canned drinks other than orange and pineapple-grapefruit.
Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1960 and 1961

Place of residence or family characteristic	Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Quantity		Purchases per 1,000 persons			Paid per 46-ounce can	
	1961	1960	1961	1960	1961	1960	1961	1960	Change from 1960	1961	1960
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States	52.3	49.7	5.3	4.7	8.3	7.6	135	123	+10	31.0	31.5
Geographic region:											
Northeast	61.3	57.8	6.4	5.9	10.0	9.1	188	175	+7	31.5	---
North Central	53.5	51.2	4.7	4.8	7.6	7.7	131	132	-1	30.5	---
South	39.5	35.8	5.2	3.9	7.8	5.9	90	62	+45	32.8	---
Mountain-Southwest	48.0	46.7	4.0	3.7	6.5	5.9	100	93	+8	32.1	---
Pacific	53.8	54.5	4.7	3.6	7.3	6.5	134	131	+2	28.5	---
Size of community:											
Farm	38.0	37.5	4.3	4.4	6.9	7.1	74	74	0	31.5	---
Cities: Under 10,000	47.5	46.6	5.1	4.2	8.3	6.7	128	102	+25	32.1	---
10,000-99,999	50.4	49.9	4.9	4.5	7.7	7.7	126	136	-7	31.7	---
100,000-499,999	59.8	52.7	5.4	4.4	8.5	7.1	153	125	+22	31.0	---
500,000 and over	55.3	54.2	5.5	5.4	8.5	8.4	150	152	-1	30.2	---
Family income:											
Upper	60.3	55.3	5.6	5.3	8.9	8.8	148	144	+3	31.2	---
Upper middle	56.0	46.9	5.7	4.9	9.0	7.9	142	107	+33	30.8	---
Lower middle	50.2	50.2	5.3	4.5	8.2	7.2	128	116	+10	30.8	---
Lower	44.2	46.9	4.3	4.1	6.7	6.3	120	124	-3	31.1	---
Size of family:											
1 and 2 members	47.7	45.8	4.2	4.0	6.3	6.3	175	170	+3	30.8	---
3 members	51.8	53.2	5.4	4.9	8.0	7.6	150	146	+3	30.9	---
4 and 5 members	57.8	56.5	5.9	5.2	9.3	8.5	129	120	+8	31.2	---
6 and over	54.3	42.2	6.8	5.9	11.9	10.2	97	63	+54	30.9	---
Presence of children:											
No children	48.6	47.2	4.4	4.2	6.7	6.6	162	163	-1	30.8	---
Under 6 years only	49.7	56.0	5.7	4.5	8.3	6.6	120	117	+3	31.4	---
6-12 years only	49.5	63.0	5.6	5.1	8.5	8.1	139	158	-12	31.1	---
13-17 years only	60.7	47.7	5.3	4.7	8.5	7.2	128	93	+38	31.3	---
Multiple-age groups	59.1	47.9	6.5	6.0	10.8	10.3	120	90	+33	30.9	---
Occupation of family head:											
Executive, professional	57.1	55.5	5.9	4.9	9.1	7.9	155	136	+14	30.9	---
Clerical, sales	53.6	52.6	5.5	4.9	8.5	7.7	150	146	+3	30.3	---
Craftsman, laborer	52.3	48.9	5.3	4.9	8.2	7.8	122	112	+9	31.2	---
Farmer	43.6	41.3	4.8	4.1	8.4	6.8	99	73	+36	31.5	---
Unclassified	48.9	47.5	4.4	4.1	6.9	6.9	157	159	-1	30.7	---
Education of family head:											
Grammar school	47.9	44.8	4.7	4.4	7.3	6.9	114	99	+15	31.5	---
Some high school	53.8	50.6	5.4	4.8	8.5	7.6	137	124	+10	30.9	---
Some college	55.7	56.9	5.7	5.0	9.1	8.5	161	169	-5	30.6	---
Age of housewife:											
Under 35 years	49.6	50.8	5.7	4.7	8.6	7.4	116	106	+9	31.3	---
35-44 years	58.1	50.4	6.0	5.7	9.9	9.4	136	110	+24	30.8	---
45 years and over	51.2	49.0	4.7	4.3	7.3	6.9	148	142	+4	31.0	---
Work status of housewife:											
Employed	49.9	50.8	5.0	4.6	8.0	7.4	142	145	-2	31.1	---
Unemployed	53.1	49.3	5.4	4.8	8.4	7.6	133	116	+15	31.0	---

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 15.--MISCELLANEOUS FROZEN CONCENTRATED JUICES
Purchases per 1,000 persons
April-September 1960 and 1961

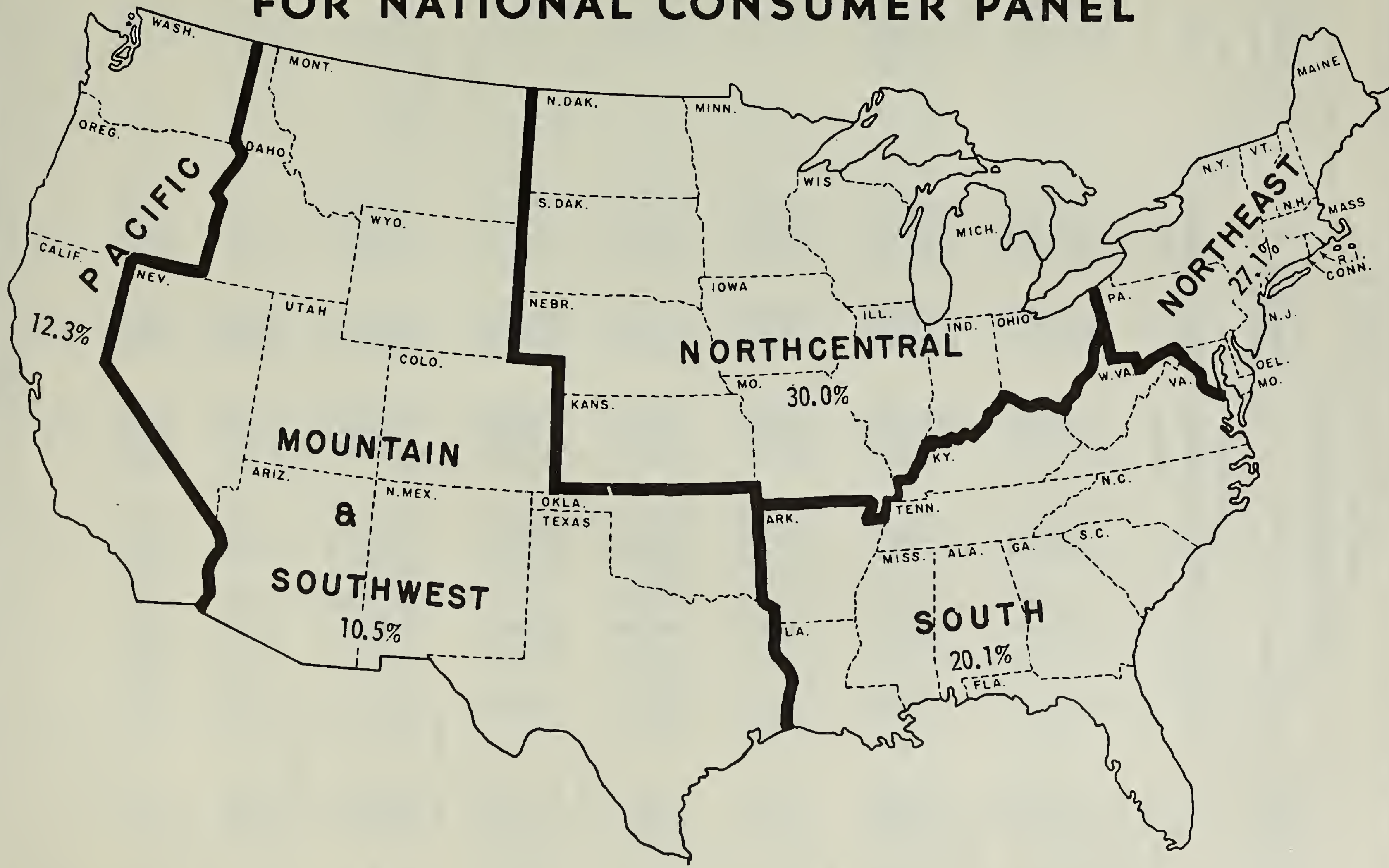
Place of residence or family characteristic	Purchases per 1,000 persons 1961	1960	Place of residence or family characteristic	Purchases per 1,000 persons 1961	1960
	Gallons	Gallons		Gallons	Gallons
UNITED STATES	26.9	24.3	PRESENCE OF CHILDREN:		
			No children	25.4	27.8
GEOGRAPHIC REGION:			Under 6 years only	29.3	33.8
Northeast	37.2	32.4	6-12 years only	26.2	27.2
North Central	24.9	28.0	13-17 years only	26.8	23.1
South	13.2	11.3	Multiple-age groups	27.4	18.1
Mountain-Southwest	29.3	24.0	OCCUPATION, FAMILY HEAD:		
Pacific	29.7	22.2	Executive, professional	42.0	34.2
SIZE OF COMMUNITY:			Clerical, sales	31.6	31.0
Farm	9.9	8.5	Craftsman, laborer	23.1	20.7
Cities: Under 10,000	17.3	18.8	Farmer	15.4	12.8
10,000-99,999	30.0	23.6	Unclassified	16.6	24.3
100,000-499,999	30.0	30.3	EDUCATION, FAMILY HEAD:		
500,000 and over	34.4	31.1	Grammar school	13.9	13.5
FAMILY INCOME:			Some high school	26.6	25.6
Upper	35.0	33.2	Some college	46.1	42.2
Upper middle	31.6	21.7	AGE, HOUSEWIFE:		
Lower middle	23.4	22.9	Under 35 years	31.9	24.6
Lower	14.9	18.1	35-44 years	26.4	24.2
SIZE OF FAMILY:			45 years and over	23.7	24.1
1 and 2 members	26.9	29.1	WORK STATUS, HOUSEWIFE:		
3 members	26.5	24.6	Employed	27.5	25.4
4 and 5 members	30.4	28.2	Unemployed	26.7	23.9
6 and over	20.8	13.8			

Table 16.--Members per household, and proportion of U. S. households by family characteristic, April-September 1961 1/

Place of residence or family characteristic	Members per household	Proportion of households	Place of residence or family characteristic	Members per household	Proportion of households
	Number	Percent		Number	Percent
GEOGRAPHIC REGION:			PRESENCE OF CHILDREN:		
Northeast	3.46	27.1	No children	2.12	48.9
North Central	3.31	30.0	Under 6 years only	3.78	12.3
South	3.62	20.1	6-12 years only	3.87	7.7
Mountain-Southwest	3.31	10.5	13-17 years only	3.74	8.8
Pacific	3.09	12.3	Multiple-age groups	5.51	22.3
SIZE OF COMMUNITY:			OCCUPATION, FAMILY HEAD:		
Farm	3.88	10.6	Executive, professional	3.58	21.9
Cities: Under 10,000	3.33	20.6	Clerical, sales	3.16	17.0
10,000-99,999	3.27	16.4	Craftsman, laborer	3.75	36.4
100,000-499,999	3.36	18.8	Farmer	3.94	6.5
500,000 and over	3.36	33.6	Unclassified	2.27	18.2
FAMILY INCOME:			EDUCATION, FAMILY HEAD:		
Upper	3.73	25.0	Grammar school	3.22	37.5
Upper middle	3.76	25.0	Some high school	3.52	44.3
Lower middle	3.48	25.0	Some college	3.35	18.2
Lower	2.66	25.0	AGE, HOUSEWIFE:		
SIZE OF FAMILY:			Under 35 years	4.11	28.9
1 and 2 members	1.82	40.9	35-44 years	4.43	22.4
3 members	3.00	18.9	45 years and over	2.64	48.7
4 and 5 members	4.39	29.1	WORK STATUS, HOUSEWIFE:		
6 and over	6.85	11.1	Employed	3.54	34.7
			Unemployed	2.95	65.3

1/ Estimated by the contractor from Bureau of the Census and other data.

REGIONS AND POPULATION DISTRIBUTION FOR NATIONAL CONSUMER PANEL



U. S. DEPARTMENT OF AGRICULTURE NEG. ERS 1167-62 (5) ECONOMIC RESEARCH SERVICE

Table 17.--Per capita purchases of citrus and other products by geographic and family characteristic April-September 1955 1/

Place of residence or family characteristic	Frozen concentrated juices: Orange	Frozen concentrated juices: Miscellaneous	Frozen concentrated juices: Total	Chilled orange juice 2/	Canned fruit drinks 4/: Orange	Canned fruit drinks 4/: Pineapple-grapefruit	Canned fruit drinks 4/: Miscellaneous	Canned fruit drinks 4/: Total
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
United States	104.4	13.6	118.0	8.8	7.9	---	---	---
Geographic region:								
Northeast	166.1	22.7	188.8	20.0	4.4	---	---	---
North Central	95.7	12.7	108.4	5.9	10.6	---	---	---
South	56.1	5.6	61.7	5.2	6.7	---	---	---
Mountain-Southwest	80.1	8.9	89.0	1.8	10.5	---	---	---
Pacific	103.2	14.9	118.1	2.5	9.8	---	---	---
Size of community:								
Farm	30.4	3.5	33.9	2.1	8.1	---	---	---
Cities: Under 10,000	64.5	7.9	72.4	7.3	8.6	---	---	---
10,000-99,999	96.9	14.1	111.0	6.2	9.2	---	---	---
100,000-499,999	119.6	18.4	138.0	6.3	9.0	---	---	---
500,000 and over	161.4	19.0	180.4	15.4	6.0	---	---	---
Family income:								
Upper	146.1	17.2	163.3	8.1	5.6	---	---	---
Upper middle	111.3	14.9	126.2	8.8	7.9	---	---	---
Lower middle	92.3	13.3	105.6	11.8	9.1	---	---	---
Lower	65.8	8.7	74.5	6.3	9.0	---	---	---
Size of family:								
1 and 2 members	123.0	16.9	139.9	10.5	7.7	---	---	---
3 members	134.5	17.6	152.1	14.7	9.5	---	---	---
4 and 5 members	112.1	14.1	126.2	9.1	7.7	---	---	---
6 and over	48.5	6.0	54.5	2.0	7.0	---	---	---
Presence of children: 3/								
No children	120.8	16.7	137.5	10.2	7.2	---	---	---
Under 6 years	84.9	11.2	96.1	8.3	5.9	---	---	---
6-12 years	90.6	11.2	101.8	5.8	8.5	---	---	---
13-20 years	86.8	9.0	95.8	6.1	8.6	---	---	---
Multiple-age groups	---	---	---	---	---	---	---	---
Occupation of family head:								
Executive, professional	189.7	20.0	209.7	17.3	5.3	---	---	---
Clerical, sales	158.8	20.7	179.5	10.9	5.8	---	---	---
Craftsman, laborer	85.9	12.7	98.6	7.4	9.2	---	---	---
Farmer	30.7	4.5	35.2	.8	8.0	---	---	---
Unclassified	94.5	11.1	105.6	7.7	8.3	---	---	---
Education of family head:								
Grammar school	64.4	8.3	72.7	6.8	8.7	---	---	---
Some high school	120.1	17.7	137.8	8.9	8.3	---	---	---
Some college	187.0	19.5	206.5	13.5	4.8	---	---	---
Age of housewife:								
Under 35 years	88.0	13.4	101.4	8.0	6.2	---	---	---
35-44 years	115.4	14.6	130.0	6.6	9.7	---	---	---
45 years and over	108.1	12.9	121.0	10.8	7.8	---	---	---
Work status of housewife:								
Employed	---	---	---	---	---	---	---	---
Unemployed	---	---	---	---	---	---	---	---

Continued--

Table 17.--Per capita purchases of citrus and other products, by geographic and family characteristic, April-September 1955 1/--continued

Place of residence or family characteristic	Canned single-strength juices: Orange	Grape-fruit	Pine-apple	Prune	Tomato	Miscel-laneous	Total	Total reported products
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
United States	21.0	18.6	24.8	9.4	28.4	24.1	126.3	261.0
Geographic region:								
Northeast	20.3	19.4	37.6	17.2	37.6	38.1	170.2	383.4
North Central	19.1	16.9	16.7	7.0	25.0	22.3	107.0	231.9
South	24.8	16.2	17.0	5.5	16.4	11.6	91.5	165.1
Mountain-Southwest	19.4	21.5	23.9	7.6	27.9	19.3	119.6	220.9
Pacific	20.9	24.1	32.8	6.2	42.6	26.2	152.8	283.2
Size of community:								
Farm	20.5	12.4	10.5	2.5	12.4	8.8	67.1	111.2
Cities: Under 10,000	26.0	16.6	16.9	6.0	21.3	14.5	101.3	189.6
10,000-99,999	20.0	23.5	23.7	7.5	33.1	21.7	129.5	255.9
100,000-499,999	22.2	18.6	27.2	9.8	28.1	24.4	130.3	283.6
500,000 and over	17.7	20.9	36.0	15.6	39.0	38.6	167.8	369.6
Family income:								
Upper	19.1	18.7	26.6	10.2	33.7	30.5	138.8	315.8
Upper middle	16.3	15.3	23.4	9.9	29.2	22.4	116.5	259.4
Lower middle	22.6	16.4	24.5	9.0	25.0	21.4	118.9	245.4
Lower	26.4	24.1	24.6	8.3	25.4	21.8	130.6	220.4
Size of family:								
1 and 2 members	32.1	38.0	32.5	18.7	42.1	36.8	200.2	358.3
3 members	22.2	18.6	28.1	9.9	31.4	28.8	139.0	315.3
4 and 5 members	15.3	11.8	22.9	6.7	24.1	21.2	102.0	245.0
6 and over	17.5	9.3	17.0	3.6	18.2	11.7	77.3	140.8
Presence of children: 3/								
No children	30.7	35.6	34.0	17.0	40.4	34.5	192.2	347.1
Under 6 years	15.6	9.4	18.9	4.8	18.4	16.8	83.9	194.2
6-12 years	15.8	10.1	20.1	5.4	20.8	17.7	89.9	206.0
13-20 years	18.3	12.1	20.8	5.5	26.2	18.3	101.2	211.7
Multiple-age groups	---	---	---	---	---	---	---	---
Occupation of family head:								
Executive, professional	17.5	21.9	30.2	11.7	38.2	35.5	155.0	387.3
Clerical, sales	19.4	21.2	28.0	13.6	36.2	32.9	151.3	347.5
Craftsman, laborer	20.6	16.0	23.4	9.3	26.8	20.0	116.1	231.3
Farmer	20.6	11.2	13.0	2.1	13.0	9.9	69.8	113.8
Unclassified	32.3	33.6	35.0	10.5	31.6	34.2	177.2	298.8
Education of family head:								
Grammar school	24.2	19.8	21.6	7.6	25.1	18.1	116.4	204.6
Some high school	19.7	17.3	27.3	10.8	31.1	26.9	133.1	288.1
Some college	14.6	17.9	28.6	11.6	32.0	35.6	140.3	365.1
Age of housewife:								
Under 35 years	14.9	8.3	18.6	5.9	18.7	16.4	82.8	198.4
35-44 years	16.2	13.4	25.6	8.9	27.6	22.0	113.7	260.0
45 years and over	28.3	28.9	28.4	12.1	35.4	30.4	163.5	303.1
Work status of housewife:								
Employed	---	---	---	---	---	---	---	---
Unemployed	---	---	---	---	---	---	---	---

1/ Equivalent single-strength basis. 2/ 1957 data as 1955 not available. 3/ Age classifications are not mutually exclusive, hence, data are not comparable with April-September 1961 which are mutually exclusive. 4/ Data not available for pineapple-grapefruit, miscellaneous, and total fruit drinks.

Table 18.--Per capita purchases of citrus and other products by geographic and family characteristic, April-September 1961 1/

Place of residence or family characteristic	Frozen concentrated juices: Orange	Frozen concentrated juices: Miscel-laneous	Frozen concentrated juices: Total	Chilled orange juice	Canned fruit drinks: Orange	Canned fruit drinks: Pine-apple-grape-fruit	Canned fruit drinks: Miscel-laneous	Canned fruit drinks: Total
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
United States	97.3	13.8	111.1	10.8	8.4	19.1	31.0	58.5
Geographic region:								
Northeast	138.9	19.0	157.9	22.8	4.7	22.2	54.2	81.1
North Central	93.4	12.7	106.1	6.5	12.0	19.5	25.1	56.6
South	59.2	6.8	66.0	7.1	8.5	11.5	18.8	38.8
Mountain-Southwest	74.9	15.0	89.9	.6	8.7	15.2	19.4	43.3
Pacific	96.4	15.2	111.6	8.9	7.7	27.7	22.6	58.0
Size of community:								
Farm	41.0	5.1	46.1	1.5	8.6	10.4	13.1	32.1
Cities: Under 10,000	59.0	8.9	67.9	5.6	10.1	19.0	26.5	55.6
10,000-99,999	108.3	15.4	123.7	6.4	9.4	16.8	28.1	54.3
100,000-499,999	102.8	15.4	118.2	12.3	10.5	20.3	35.3	66.1
500,000 and over	129.3	17.6	146.9	17.9	5.4	22.0	37.7	65.1
Family income:								
Upper	128.7	17.9	146.6	16.4	6.3	19.7	37.9	63.9
Upper middle	97.5	16.2	113.7	9.5	10.2	18.3	32.9	61.4
Lower middle	81.2	12.0	93.2	8.4	8.7	18.7	27.9	55.3
Lower	76.9	7.6	84.5	8.5	8.5	19.7	23.8	52.0
Size of family:								
1 and 2 members	145.6	13.8	159.4	15.9	10.8	30.7	34.0	75.5
3 members	122.1	13.6	135.7	14.4	9.1	21.5	34.3	64.9
4 and 5 members	85.2	15.6	100.8	10.7	8.2	15.2	32.4	55.8
6 and over	53.6	10.6	64.2	3.4	5.9	13.0	23.2	42.1
Presence of children:								
No children	135.1	13.0	148.1	16.0	9.0	28.1	33.0	70.1
Under 6 years only	94.9	15.0	109.9	6.5	8.7	15.7	27.4	51.8
6-12 years only	89.5	13.4	102.9	10.7	11.1	15.2	33.7	60.0
13-17 years only	102.3	13.7	116.0	12.4	9.8	16.2	29.2	5 .2
Multiple-age groups	68.0	14.0	82.0	7.7	6.7	14.8	30.5	52.0
Occupation of family head:								
Executive, professional	140.0	21.5	161.5	14.8	6.0	21.1	40.0	67.1
Clerical, sales	129.5	16.2	145.7	12.1	9.0	23.2	32.6	64.8
Craftsman, laborer	76.7	11.8	88.5	10.3	8.4	15.5	29.0	52.9
Farmer	43.7	7.9	51.6	3.0	12.3	14.3	16.0	42.6
Unclassified	99.5	8.5	108.0	9.4	9.4	28.1	30.4	67.9
Education of family head:								
Grammar school	66.5	7.1	73.6	9.2	10.0	15.9	23.5	49.4
Some high school	95.9	13.6	109.5	10.9	7.9	19.4	32.1	59.4
Some college	144.8	23.6	168.4	12.9	7.2	23.1	39.4	69.7
Age of housewife:								
Under 35 years	78.9	16.3	95.2	8.1	7.7	15.0	27.4	50.1
35-44 years	85.5	13.5	99.0	8.8	8.4	16.9	33.4	58.7
45 years and over	118.1	12.1	130.2	14.1	8.8	23.4	31.8	64.0
Work status of housewife:								
Employed	107.7	14.1	121.8	12.4	9.2	20.1	32.2	61.5
Unemployed	94.2	13.7	107.9	10.4	8.2	18.8	30.7	57.7

Continued--

Table 18.--Per capita purchases of citrus and other products by geographic and family characteristic, April-September 1961 1/--continued

Place of residence or family characteristic	Canned single-strength juices: Orange	grape-fruit	Pine-apple	Prune	Tomato	Miscel-laneous	Total	Total all products
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
United States	9.1	11.9	16.4	9.7	25.5	23.7	96.3	276.7
Geographic region:								
Northeast	8.2	13.5	23.1	17.2	31.1	32.4	125.5	387.3
North Central	8.4	9.4	8.9	5.7	23.9	19.2	75.5	244.7
South	14.1	13.3	14.6	7.5	16.3	15.0	80.8	192.7
Mountain-Southwest	7.5	12.9	17.3	7.7	26.3	22.1	93.8	227.6
Pacific	5.0	10.9	21.5	7.6	32.4	31.8	109.2	287.7
Size of community:								
Farm	8.8	8.2	9.9	1.9	12.1	9.3	50.2	129.9
Cities: Under 10,000	12.5	11.9	12.5	8.2	20.0	15.6	80.7	209.8
10,000-99,999	11.4	10.5	15.7	9.5	26.3	22.2	95.6	280.0
100,000-499,999	6.9	12.0	16.3	10.7	30.8	23.1	99.8	296.4
500,000 and over	7.4	13.6	21.0	12.4	29.0	34.2	117.6	347.5
Family income:								
Upper	6.8	10.8	16.8	10.5	29.9	29.0	103.8	330.7
Upper middle	7.4	10.2	16.1	7.6	23.9	24.1	89.3	273.9
Lower middle	9.2	11.5	14.8	10.2	23.2	19.4	88.3	245.2
Lower	13.8	16.0	17.9	10.7	24.8	21.8	105.0	250.0
Size of family:								
1 and 2 members	14.8	26.0	27.3	19.4	46.4	40.7	174.6	425.4
3 members	13.3	11.9	17.7	14.9	25.7	29.1	112.6	327.6
4 and 5 members	6.3	7.5	13.6	6.0	20.3	20.0	73.7	241.0
6 and over	5.3	6.6	9.9	3.0	15.0	10.0	49.8	159.5
Presence of children:								
No children	15.6	22.4	25.6	21.0	41.4	38.5	164.5	398.7
Under 6 years only	10.2	7.3	11.8	4.6	15.9	21.1	70.9	239.1
6-12 years only	6.7	9.0	12.4	6.3	23.7	19.5	77.6	251.2
13-17 years only	9.0	9.2	15.0	8.2	28.5	19.6	89.5	273.1
Multiple-age groups	4.1	6.5	11.8	3.5	15.4	15.0	56.3	198.0
Occupation of family head:								
Executive, professional	4.8	13.2	17.1	8.3	29.0	30.6	103.0	346.4
Clerical, sales	8.0	12.4	17.5	10.5	30.9	31.4	110.7	333.3
Craftsman, laborer	8.9	8.6	14.2	8.6	20.9	18.0	79.2	230.9
Farmer	7.3	8.6	10.5	3.5	16.0	10.4	56.3	153.5
Unclassified	19.8	24.2	25.7	19.4	37.4	33.8	160.3	345.6
Education of family head:								
Grammar school	14.0	13.1	16.0	11.6	20.9	19.2	94.8	227.0
Some high school	7.5	9.9	15.5	9.9	26.0	21.9	90.7	270.5
Some college	5.4	14.6	18.8	6.6	30.9	34.4	110.7	361.7
Age of housewife:								
Under 35 years	6.8	7.0	11.8	3.4	17.8	17.1	63.9	217.3
35-44 years	5.1	7.7	14.4	6.4	19.1	17.8	70.5	237.0
45 years and over	13.3	18.2	20.8	16.3	35.3	32.4	136.3	344.6
Work status of housewife:								
Employed	8.5	13.1	19.9	9.8	29.2	29.0	109.5	305.2
Unemployed	9.2	11.6	15.3	9.7	24.4	22.2	92.4	268.4

1/ Equivalent single-strength basis

Table 19.--Share of market for citrus and other juices by geographic and family characteristic, April-September 1961

Place of residence or family characteristic	Frozen concentrated juices: Orange	Frozen concentrated juices: Miscellaneous	Frozen concentrated juices: Total	Chilled orange juice	Canned Fruit Drinks: Orange	Canned Fruit Drinks: Pineapple-grapefruit	Canned Fruit Drinks: Miscellaneous	Canned Fruit Drinks: Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	35	5	40	4	3	7	11	21
Geographic region:								
Northeast	36	5	41	6	1	6	14	21
North Central	38	5	43	3	5	8	10	23
South	31	3	34	4	4	6	10	20
Mountain-Southwest	33	7	40	---	4	7	8	19
Pacific	34	5	39	3	3	9	8	20
Size of community:								
Farm	31	4	35	1	7	8	10	25
Cities: Under 10,000	28	4	32	3	5	9	13	27
10,000-99,999	39	6	45	2	3	6	10	19
100,000-499,999	35	5	40	4	3	7	12	22
500,000 and over	37	5	42	5	2	6	11	19
Family income:								
Upper	39	6	45	5	2	6	11	19
Upper middle	36	6	42	3	4	6	12	22
Lower middle	33	5	38	3	4	8	11	23
Lower	31	3	34	3	3	8	10	21
Size of family:								
1 and 2 members	34	3	37	4	3	7	8	18
3 members	37	4	41	5	3	7	10	20
4 and 5 members	35	7	42	4	3	6	14	23
6 and over	34	7	41	2	4	8	14	26
Presence of children:								
No children	34	3	37	4	2	7	9	18
Under 6 years only	40	6	46	3	4	7	11	22
6-12 years only	36	5	41	4	5	6	13	24
13-17 years only	37	5	42	5	3	6	11	20
Multiple-age groups	34	7	41	4	3	8	15	26
Occupation of family head:								
Executive, professional	41	6	47	4	2	6	11	19
Clerical, sales	39	5	44	4	2	7	10	19
Craftsman, laborer	33	5	38	5	4	7	12	23
Farmer	28	5	33	2	8	9	11	28
Unclassified	29	2	31	3	3	8	9	20
Education of family head:								
Grammar school	29	3	32	4	5	7	10	22
Some high school	35	5	40	4	3	7	12	22
Some college	40	6	46	4	2	6	11	19
Age of housewife:								
Under 35 years	36	8	44	4	3	7	13	23
35-44 years	36	5	41	4	4	7	14	25
45 years and over	34	4	38	4	3	7	9	19
Work status of housewife:								
Employed	35	5	40	4	3	7	10	20
Unemployed	35	5	40	4	3	7	12	22

Continued

Table 19.--Share of market for citrus and other juices by geographic and family characteristic, April-September 1961--Continued

Place of residence or family characteristic	Canned single-strength juices: Orange	Grape-fruit	Pine-apple	Prune	Tomato	Miscel-laneous	Total	Frozen concen-trated, chilled and canned orange juices	Total juices and drinks
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	3	4	6	4	9	9	35	42	100
Geographic region:									
Northeast	2	4	6	4	8	8	32	44	100
North Central	3	4	4	2	10	8	31	44	100
South	7	7	8	4	8	8	42	42	100
Moutain-Southwest	3	6	8	3	11	10	41	36	100
Pacific	2	4	7	3	11	11	38	39	100
Size of community:									
Farm	7	6	8	2	9	7	39	39	100
Cities: Under 10,000	6	6	6	4	9	7	38	37	100
10,000-99,999	4	4	6	3	9	8	34	45	100
100,000-499,999	2	4	6	4	10	8	34	41	100
500,000 and over	2	4	6	4	8	10	34	44	100
Family income:									
Upper	2	3	5	3	9	9	31	46	100
Upper-middle	2	4	6	3	9	9	33	41	100
Lower-middle	4	5	6	4	9	8	36	40	100
Lower	6	6	7	4	10	9	42	40	100
Size of family:									
1 and 2 members	3	6	6	5	11	10	41	41	100
3 members	4	4	5	4	8	9	34	46	100
4 and 5 members	3	3	6	2	9	8	31	42	100
6 and over	3	4	6	2	10	6	31	39	100
Presence of children:									
No children	4	6	6	5	10	10	41	42	100
Under 6 years only	4	3	5	2	6	9	29	47	100
6-12 years only	3	4	5	2	9	8	31	43	100
13-17 years only	3	4	6	3	10	7	33	45	100
Multiple-age groups	2	3	6	2	8	8	29	40	100
Occupation of family head:									
Executive, professional	1	4	5	3	8	9	30	46	100
Clerical, sales	2	4	5	3	9	10	33	45	100
Craftsman, laborer	4	3	6	4	9	8	34	42	100
Farmer	5	6	7	2	10	7	37	35	100
Unclassified	6	7	7	5	11	10	46	38	100
Education of family head:									
Grammar school	6	6	7	5	9	9	42	39	100
Some high school	3	3	6	4	10	8	34	42	100
Some college	1	4	5	2	9	10	31	45	100
Age of housewife:									
Under 35 years	3	3	5	2	8	8	29	43	100
35-44 years	2	3	6	3	8	8	30	42	100
45 years and over	4	5	6	5	10	9	39	42	100
Work status of housewife:									
Employed	3	4	7	3	10	9	36	42	100
Unemployed	3	4	6	4	9	8	34	42	100

Table 20.--Per capita purchases, percentage of families buying, average size of purchase and prices paid for citrus and other products, April-September 1950 to date

Year	Frozen concentrated juices			Chilled orange juice	Canned fruit drinks			
	Orange	Miscel-laneous	Total		Orange	Pineapple-grapefruit	Miscel-laneous	Total
Per capita purchases: 1/	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1950	28.2	---	32.8	---	---	---	---	---
1953	88.1	---	99.3	---	7.3	---	---	---
1955	104.4	13.6	118.0	---	7.9	---	---	---
1957	110.5	12.4	122.9	8.8	9.6	---	---	---
1958	70.2	16.4	86.6	9.2	9.0	---	---	---
1959	87.0	14.1	96.1	8.6	8.3	16.6	---	---
1960	102.3	12.4	114.8	9.9	9.0	18.1	26.0	53.2
1961	97.3	13.8	111.1	10.8	8.4	19.1	31.0	58.5
Percent of families buying:	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1950	32.1	---	33.6	---	---	---	----	---
1953	49.7	---	51.9	---	11.2	---	---	---
1955	51.3	---	53.5	---	12.1	---	---	---
1957	51.2	---	53.7	7.0	13.5	---	---	---
1958	44.1	---	48.2	8.8	14.5	---	---	---
1959	48.4	---	51.5	9.3	13.2	26.6	---	---
1960	51.6	---	---	10.8	14.2	25.4	34.0	49.7
1961	50.4	---	---	12.1	15.2	25.4	38.6	52.3
Purchases per buying family: 1/	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings
1950	52.8	---	58.8	---	---	---	---	---
1953	104.8	---	112.4	---	39.1	---	---	---
1955	112.6	---	122.0	---	36.0	---	---	---
1957	118.6	---	126.3	69.1	38.9	---	---	---
1958	87.9	---	99.0	57.8	34.6	---	---	---
1959	93.0	---	102.4	51.2	34.6	34.6	---	---
1960	107.5	---	---	49.7	34.6	38.9	41.8	58.3
1961	109.2	---	---	50.6	31.0	42.5	45.4	63.4
Prices paid per serving: 3/	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1950	6.6	---	---	---	---	---	---	---
1953	4.2	---	---	---	3.6	---	---	---
1955	4.0	---	---	---	3.5	---	---	---
1957	3.6	---	---	6.6	3.5	---	---	---
1958	5.9	---	---	7.6	3.7	---	---	---
1959	5.4	4.8	5.3	7.9	3.9	4.0	---	---
1960	4.5	4.6	4.5	7.1	3.8	3.7	4.5	4.1
1961	5.1	4.8	5.1	7.6	4.1	3.6	4.4	4.0

Continued--

Table 20.--Per capita purchases, percentage of families buying, average size of purchase and prices paid for citrus and other products, April-September 1950 to date--continued

Year	Canned single-strength juices: Orange	Grapefruit	Pineapple	Prune	Tomato	Miscellaneous	Total	Total juices and drinks	Canned grapefruit sections
Per capita purchases: 1/	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1950	26.4	15.1	17.7	7.8	28.1	32.8	127.9	---	---
1953	25.5	15.1	21.6	6.9	32.4	26.8	128.3	---	---
1955	21.0	18.6	24.8	9.4	28.4	24.1	126.3	---	---
1957	17.9	14.7	---	10.8	29.9	2/ 56.3	129.6	---	5.0
1958	21.1	12.4	---	10.0	28.1	2/ 67.5	139.0	---	5.6
1959	10.3	12.2	15.8	8.6	29.6	23.5	99.9	---	4.7
1960	12.4	8.7	16.9	9.0	24.3	22.8	94.1	271.9	5.5
1961	9.1	11.9	16.4	9.7	25.5	23.7	96.3	276.7	4.4
Percent of families buying:	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1950	38.8	26.7	37.0	16.2	44.2	---	81.0	---	---
1953	35.2	24.8	39.3	15.8	47.1	---	83.9	---	---
1955	30.9	24.0	37.4	17.3	43.1	---	80.5	---	---
1957	27.2	21.5	---	17.3	41.9	---	79.9	---	16.3
1958	28.8	19.7	---	16.6	42.1	---	80.3	---	15.9
1959	20.2	20.0	29.3	16.5	42.1	---	80.8	---	14.1
1960	21.2	15.7	28.1	15.0	39.0	45.5	77.8	---	13.3
1961	16.4	17.3	27.3	16.3	38.0	46.4	75.7	---	13.5
Purchases per buying family: 1/	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings	6-ounce servings	4-ounce servings
1950	41.4	34.5	29.1	28.8	39.1	---	96.6	---	---
1953	42.2	36.0	32.2	26.7	41.4	---	90.5	---	---
1955	37.4	43.2	36.7	30.2	36.7	---	87.1	---	---
1957	36.0	38.2	---	34.6	39.6	---	89.3	---	25.2
1958	40.3	34.6	---	33.1	36.7	---	95.0	---	28.8
1959	28.1	33.8	29.5	28.8	38.9	28.1	67.7	---	27.6
1960	31.7	30.2	32.4	32.4	33.8	27.4	65.5	---	33.6
1961	31.7	38.9	33.8	33.8	38.2	28.8	72.0	---	27.6
Prices paid per serving: 3/	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1950	5.0	4.9	5.0	5.4	3.5	---	---	---	---
1953	4.1	3.5	4.0	6.2	3.5	---	---	---	---
1955	4.0	3.2	3.5	6.1	3.5	---	---	---	---
1957	4.1	3.6	---	6.2	3.5	---	---	---	4.7
1958	4.6	4.1	---	6.4	3.7	---	---	---	5.0
1959	5.8	4.0	4.2	8.2	3.4	---	---	---	5.2
1960	4.9	4.1	3.8	8.2	3.6	4.8	4.6	4.6	5.2
1961	5.6	3.7	3.8	8.2	3.7	4.8	4.6	4.8	5.2

1/ Equivalent single-strength ounces. Total may not add due to rounding. 2/ Includes pineapple juice. 3/ Per 6-ounce serving, except 4-ounces for grapefruit sections. Computed from prices paid per 6-ounce can of frozen concentrated juices; 32 ounce container of chilled orange juice and prune juice; 46-ounce can of other juices and fruit drinks; and, per No. 303 can of grapefruit sections.

Table 21.-Distribution of households and purchases of citrus and other products by geographic and family characteristic, April-September 1961

Place of residence or family characteristic	Distribution of households	Distribution of purchases: Frozen orange concentrate	Miscellaneous frozen concentrate	Chilled orange juice	Canned fruit drinks: Orange	Pineapple-grapefruit	Miscellaneous	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Geographic region:								
Northeast	27	40	39	58	15	33	49	39
North Central	30	28	27	18	42	30	24	28
South	20	13	11	14	22	13	13	14
Mountain-Southwest	11	8	11	1	11	8	6	8
Pacific	12	11	12	9	10	16	8	11
	100	100	100	100	100	100	100	100
Size of community:								
Farm	10	5	5	2	13	7	5	7
Cities: Under 10,000	21	12	13	11	24	20	18	19
10,000-99,999	16	18	18	10	18	14	15	15
100,000-499,999	19	20	21	21	24	20	21	21
500,000 and over	34	45	43	56	21	39	41	38
	100	100	100	100	100	100	100	100
Family income:								
Upper	25	36	35	41	21	28	33	30
Upper-middle	25	28	32	24	33	27	29	29
Lower-middle	25	21	22	20	26	25	23	24
Lower	25	15	11	15	20	20	15	17
	100	100	100	100	100	100	100	100
Size of family:								
1 and 2 members	41	33	22	33	29	36	24	29
3 members	19	21	17	22	18	19	19	19
4 and 5 members	29	33	43	38	37	30	40	36
6 and over	11	13	18	7	16	15	17	16
	100	100	100	100	100	100	100	100
Presence of children:								
No children	49	43	29	46	33	45	33	37
Under 6 years only	12	13	15	8	14	12	12	12
6-12 years only	8	8	9	9	12	7	10	9
13-17 years only	9	10	10	11	12	8	9	9
Multiple-age groups	22	26	37	26	29	28	36	33
	100	100	100	100	100	100	100	100
Occupation of head:								
Executive, professional	22	33	36	32	17	25	30	26
Clerical, sales	17	21	18	18	17	19	16	18
Craftsman, laborer	36	31	34	38	41	32	38	36
Farmer	7	3	4	2	11	6	4	6
Unclassified	18	12	8	10	14	18	12	14
	100	100	100	100	100	100	100	100
Education of head:								
Grammar school	38	25	19	31	42	30	28	31
Some high school	44	47	48	47	43	48	49	47
Some college	18	28	33	22	15	22	23	22
	100	100	100	100	100	100	100	100
Housewife:								
Under 35 years	29	28	40	26	32	27	31	30
35-44 years	22	26	28	24	29	26	31	29
45 years and over	49	46	32	50	39	47	38	41
	100	100	100	100	100	100	100	100
Employed	35	42	40	43	42	41	40	41
Unemployed	65	58	60	57	58	59	60	59
	100	100	100	100	100	100	100	100

Continued--

Table 21.--Distribution of households and purchases of citrus and other products by geographic and family characteristic, April-September 1961--continued

Place of residence or family characteristic	Distribution of purchases								
	Canned single-strength juices							All juices and drinks	Canned grapefruit sections
	Orange	Grapefruit	Pineapple	Prune	Tomato	Miscellaneous	Total		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Geographic region:									
Northeast	25	32	39	49	34	38	36	39	43
North Central	27	23	16	17	27	24	23	26	31
South	33	24	19	17	14	13	18	15	5
Mountain-Southwest	9	11	11	8	11	10	10	8	6
Pacific	6	10	15	9	14	15	13	12	15
	100	100	100	100	100	100	100	100	100
Size of community:									
Farm	12	8	7	2	6	5	6	6	8
Cities: Under 10,000	27	21	16	18	16	13	17	16	13
10,000-99,999	20	14	15	16	17	15	16	16	18
100,000-499,999	14	19	19	21	23	18	20	20	21
500,000 and over	27	38	43	43	38	49	41	42	40
	100	100	100	100	100	100	100	100	100
Family income:									
Upper	21	25	28	30	32	33	30	33	32
Upper middle	23	24	27	22	26	28	26	27	26
Lower middle	26	25	23	27	23	21	23	22	19
Lower	30	26	22	21	19	18	21	18	23
	100	100	100	100	100	100	100	100	100
Size of family:									
1 and 2 members	36	48	37	44	40	38	40	34	52
3 members	25	17	18	26	17	21	19	20	20
4 and 5 members	26	23	31	23	30	32	29	33	18
6 and over	13	12	14	7	13	9	12	13	10
	100	100	100	100	100	100	100	100	100
Presence of children:									
No children	52	58	48	66	50	50	53	44	67
Under 6 years only	15	8	10	7	9	12	10	12	7
6-12 years only	7	7	7	6	8	7	7	8	3
13-17 years only	10	7	9	8	11	8	9	10	6
Multiple-age group	16	20	26	13	22	23	21	26	17
	100	100	100	100	100	100	100	100	100
Occupation of head:									
Executive, professional	13	25	24	20	26	29	25	29	27
Clerical, sales	14	16	17	17	19	21	18	19	16
Craftsman, laborer	40	29	35	36	32	30	33	33	27
Farmer	6	5	5	3	5	3	4	4	4
Unclassified	27	25	19	24	18	17	20	15	26
	100	100	100	100	100	100	100	100	100
Education of head:									
Grammar school	53	39	35	42	30	30	35	30	38
Some high school	37	39	44	46	48	43	44	46	42
Some college	10	22	21	12	22	27	21	24	20
	100	100	100	100	100	100	100	100	100
Housewife:									
Under 35 years	27	21	25	13	25	26	24	28	12
35-44 years	17	19	26	20	22	22	22	25	15
45 years and over	56	60	49	67	53	52	54	47	73
	100	100	100	100	100	100	100	100	100
Employed	37	42	45	39	43	46	43	42	45
Unemployed	63	58	55	61	57	54	57	58	55
	100	100	100	100	100	100	100	100	100

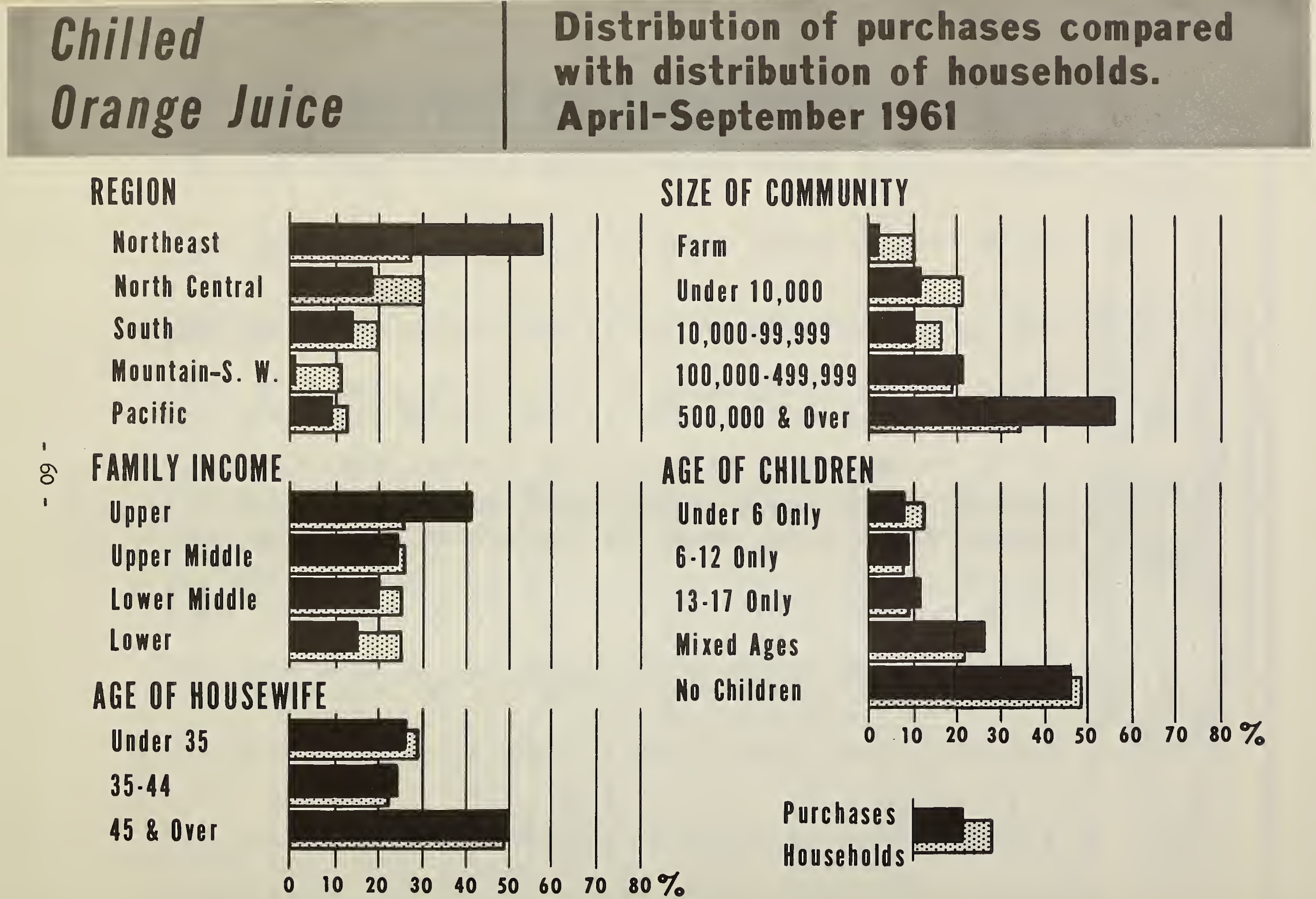


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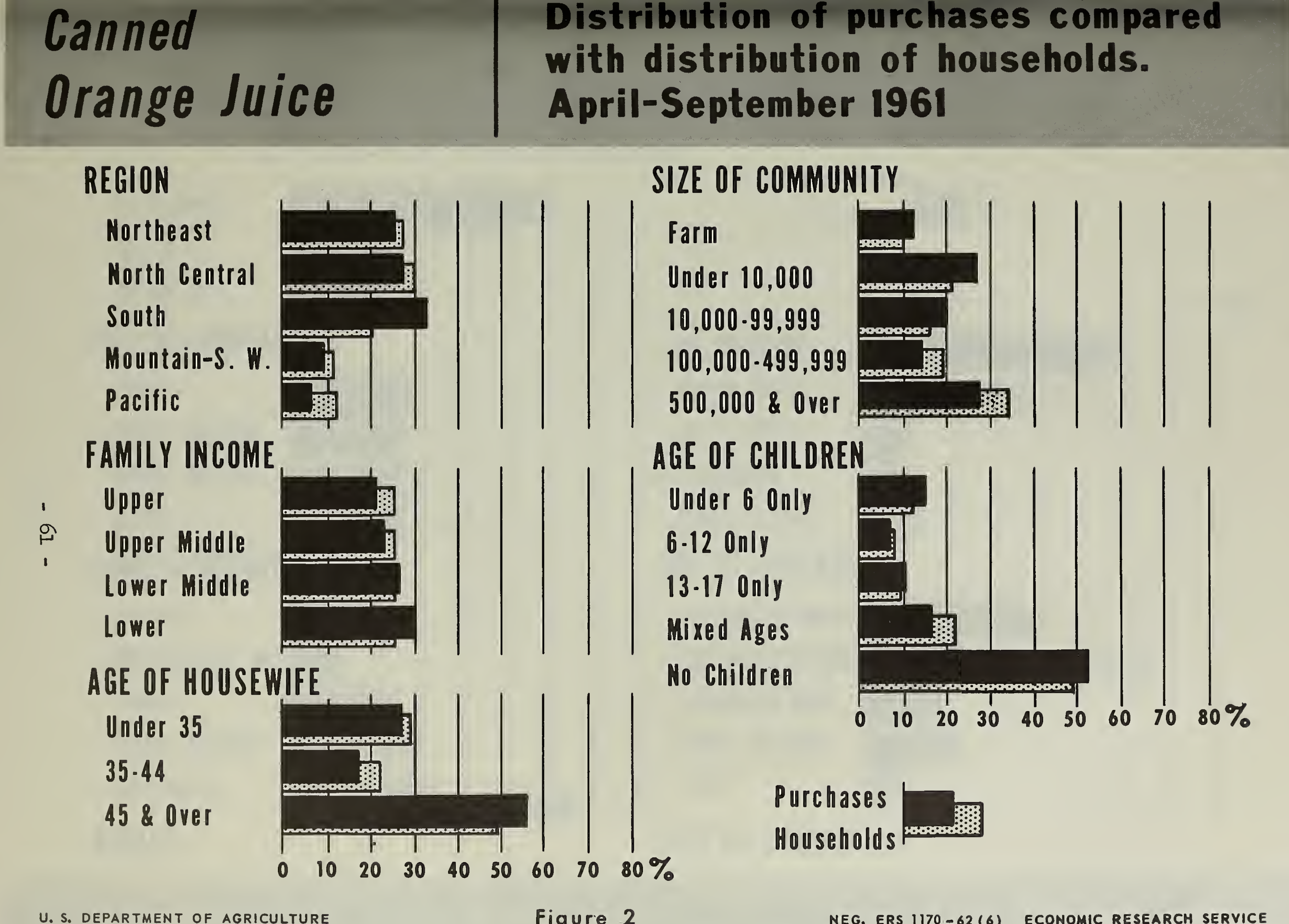
Figure 1

NEG. ERS 1169-62(6) ECONOMIC RESEARCH SERVICE



Canned Orange Juice
Distribution of purchases compared with distribution of households. April-September 1961
REGION
Northeast
North Central
South
Mountain-S. W.
Pacific
FAMILY INCOME
Upper
Upper Middle
Lower Middle
Lower
AGE OF HOUSEWIFE
Under 35
35-44
45 & Over
0 10 20 30 40 50 60 70 80 %
SIZE OF COMMUNITY
Farm
Under 10,000
10,000-99,999
100,000-499,999
500,000 & Over
AGE OF CHILDREN
Under 6 Only
6-12 Only
13-17 Only
Mixed Ages
No Children
0 10 20 30 40 50 60 70 80 %
Purchases
Households
U. S. DEPARTMENT OF AGRICULTURE
NEG. ERS 1170-62 (6) ECONOMIC RESEARCH SERVICE

Figure 2

Canned Grapefruit Juice

Distribution of purchases compared with distribution of households. April-September 1961

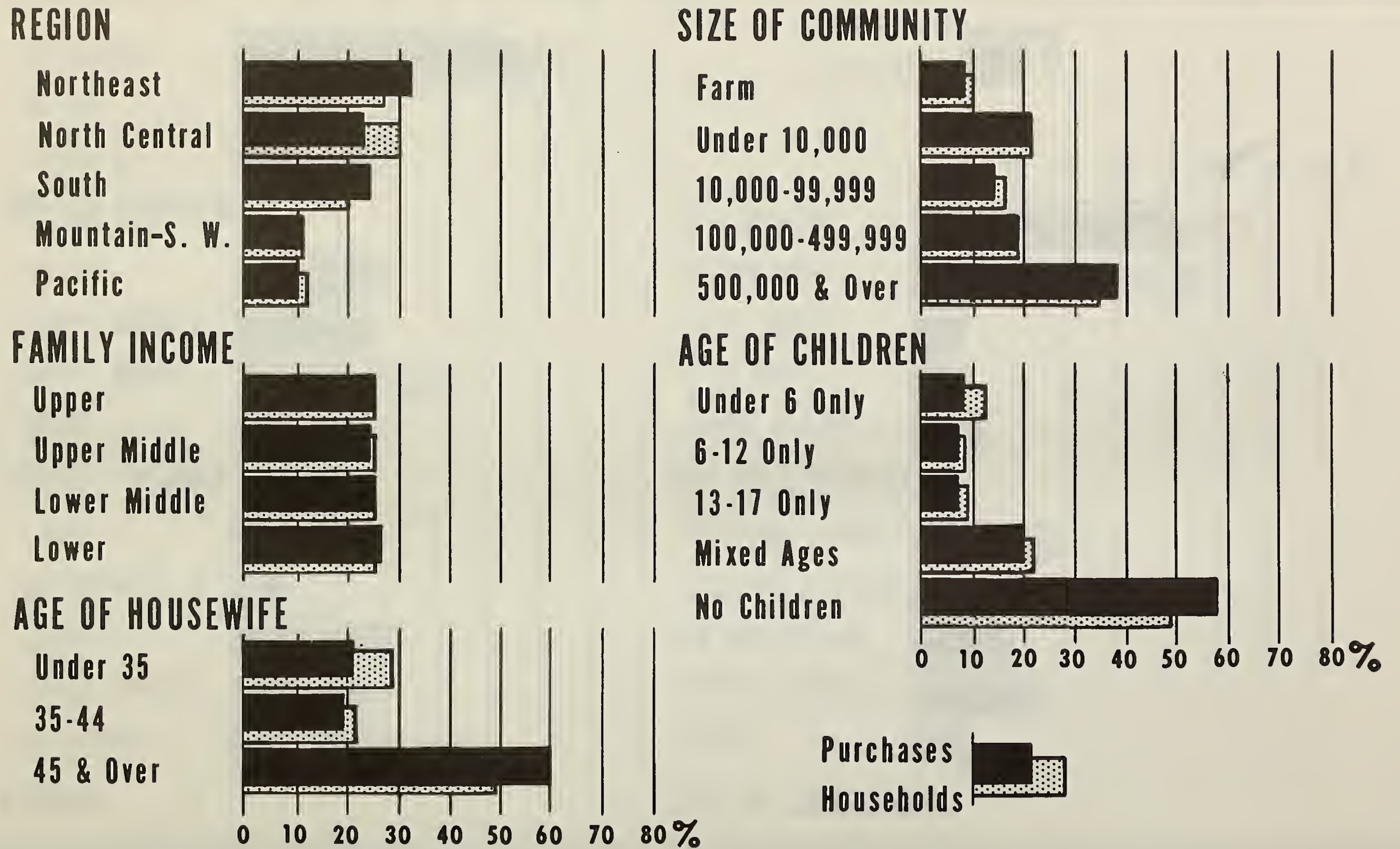


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Figure 3

NEG. ERS 1171-62(6) ECONOMIC RESEARCH SERVICE

Prune Juice

Distribution of purchases compared with distribution of households. April-September 1961

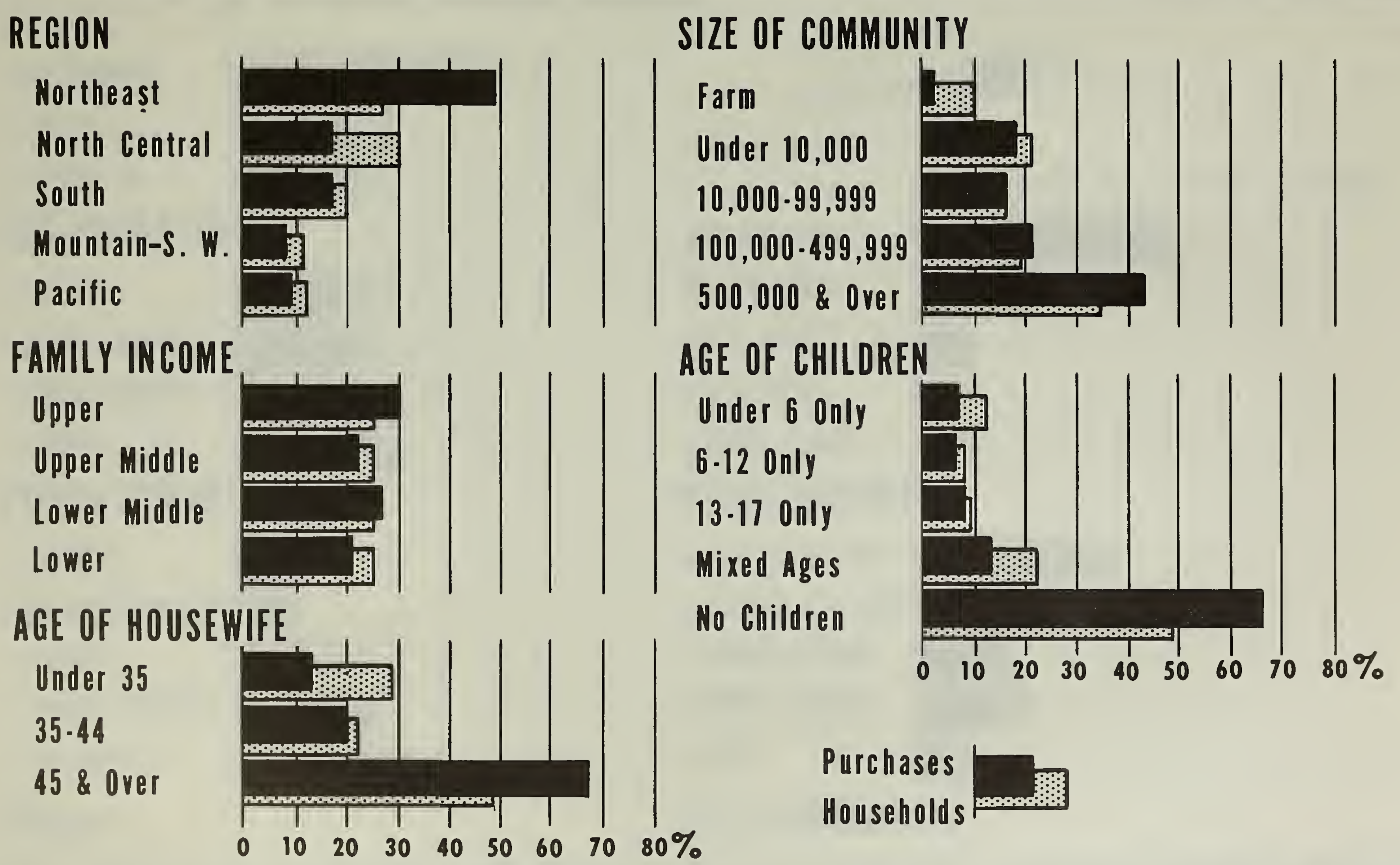

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Figure 4

NEG. ERS 1173-62 (6) ECONOMIC RESEARCH SERVICE

Tomato Juice

Distribution of purchases compared with distribution of households. April-September 1961

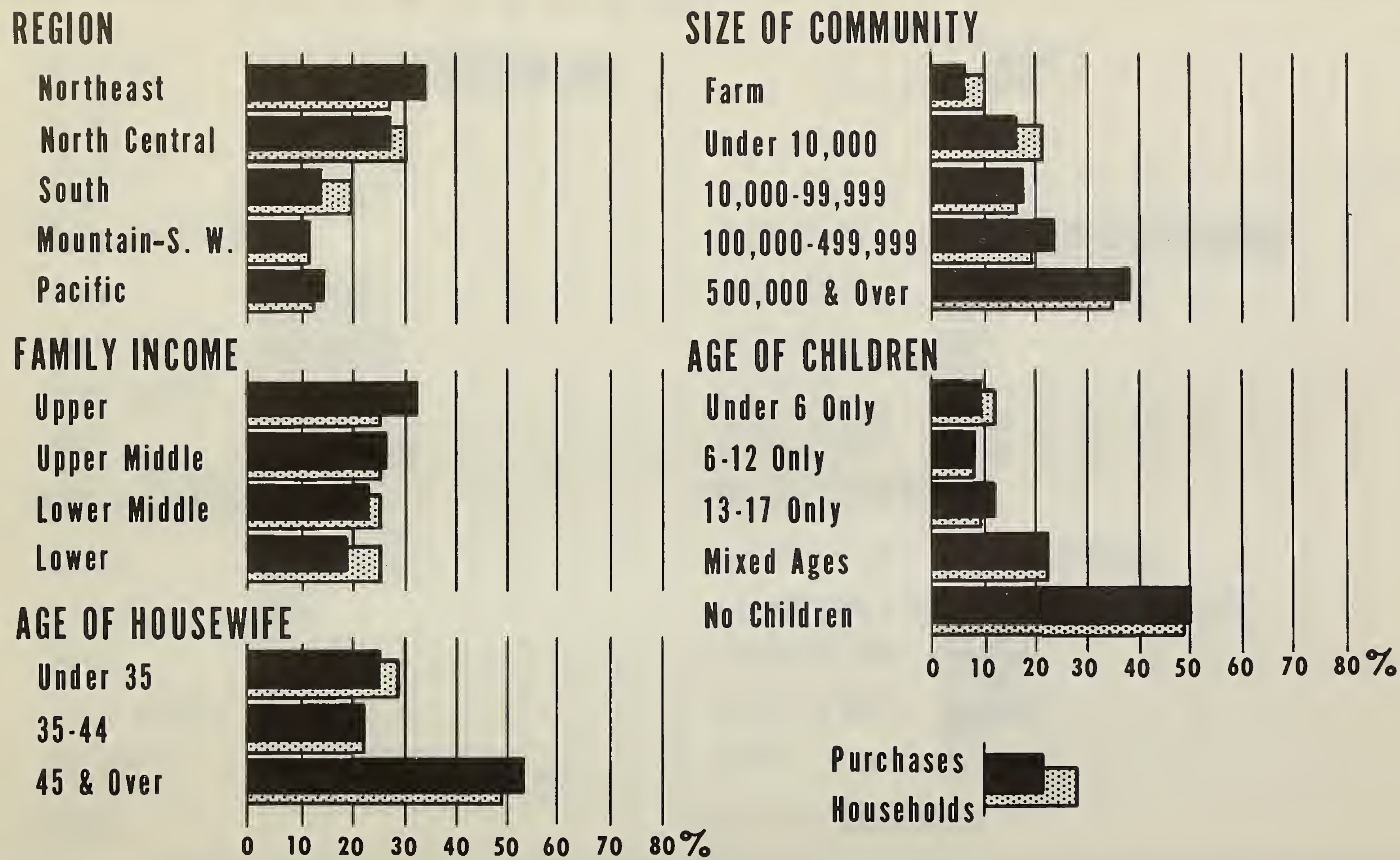

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Figure 5

NEG. ERS 1174-62 (6) ECONOMIC RESEARCH SERVICE

Canned Grapefruit Sections

Distribution of purchases compared with distribution of households. April-September 1961

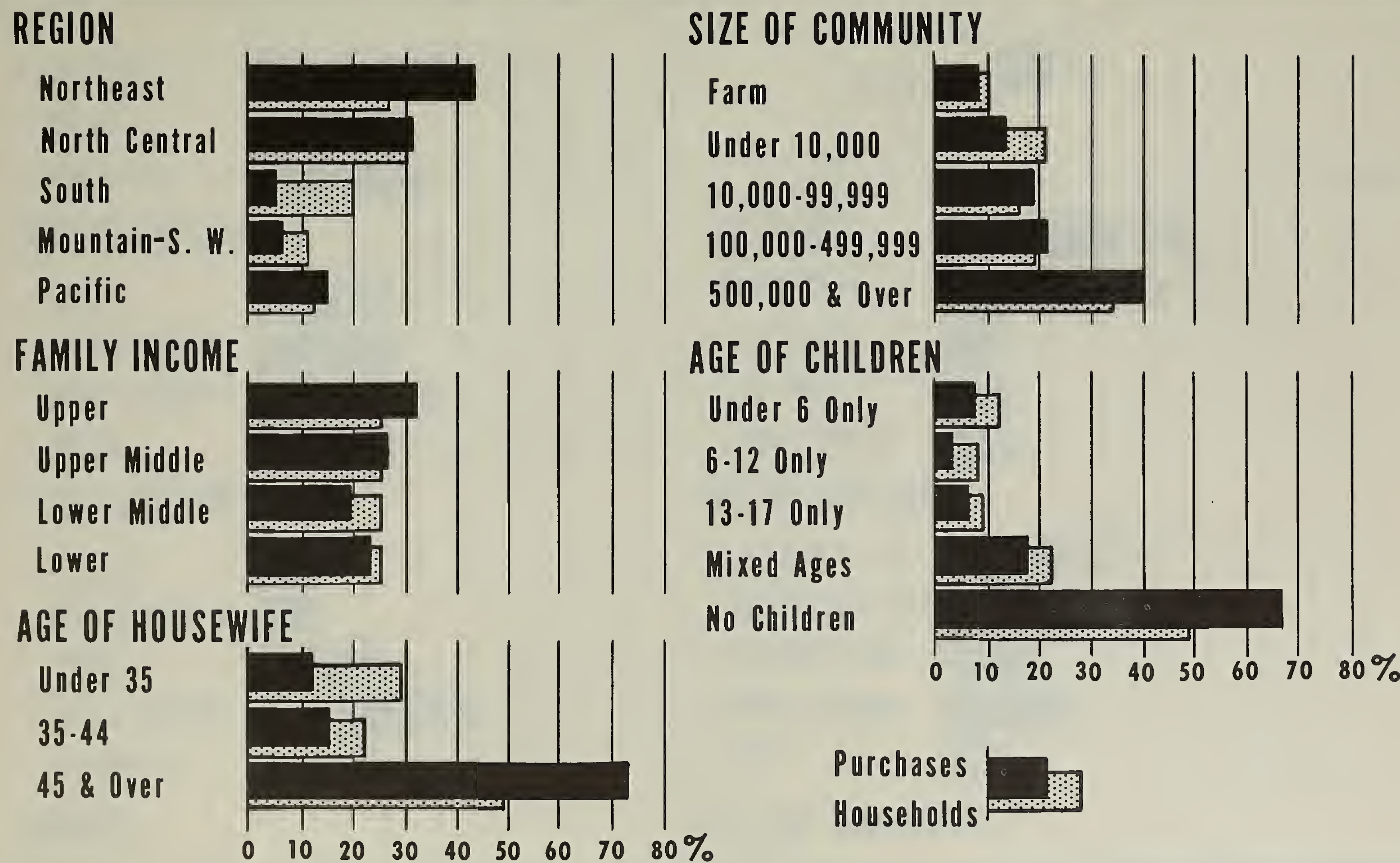

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Figure 6

NEG. ERS 1172-62 (6) ECONOMIC RESEARCH SERVICE

Canned Orange Drink

Distribution of purchases compared with distribution of households. April-September 1961

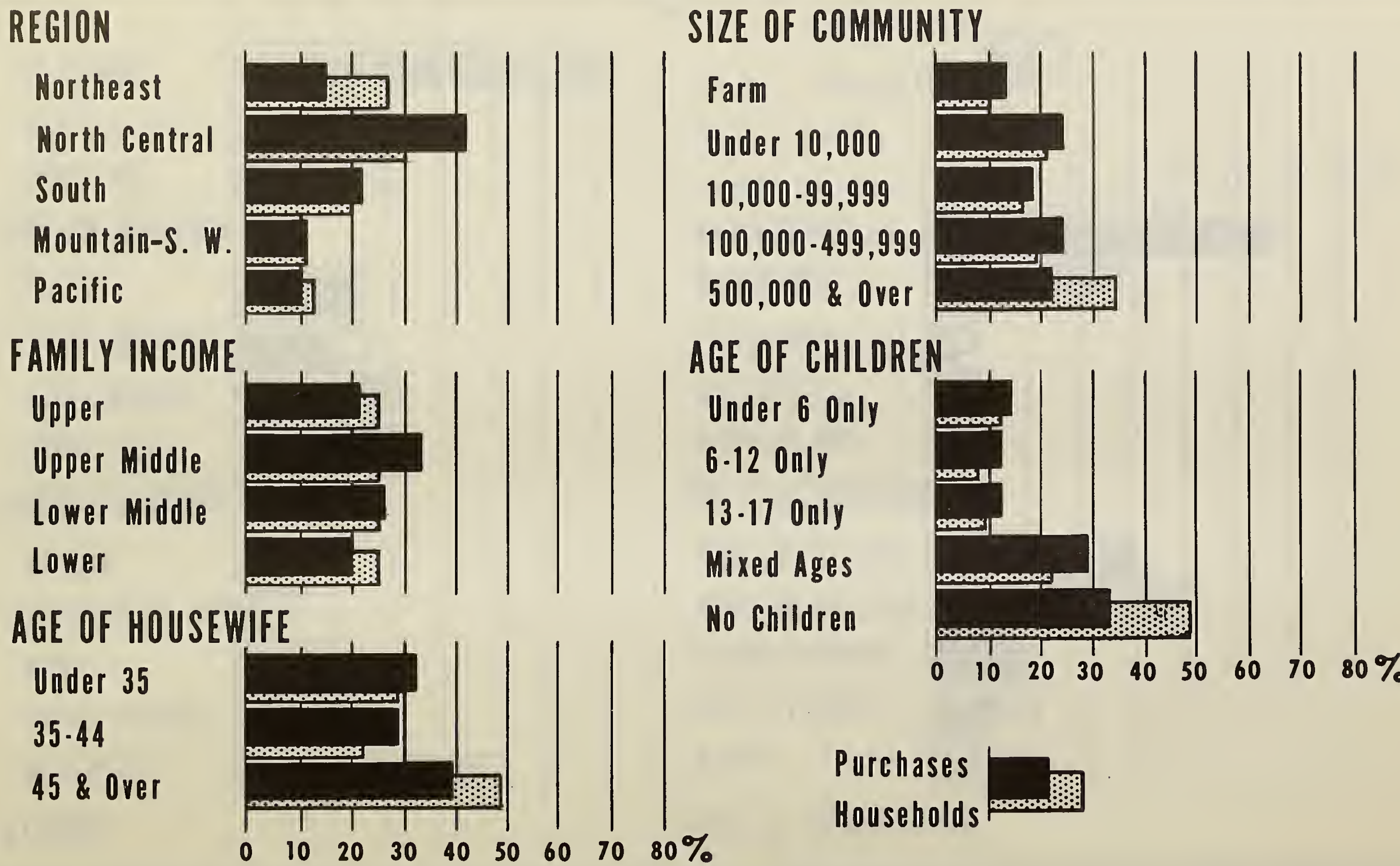

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Figure 7

NEG. ERS 1175-62 (6) ECONOMIC RESEARCH SERVICE

Frozen Concentrated Orange Juice

Distribution of purchases compared with distribution of households. April-September 1961

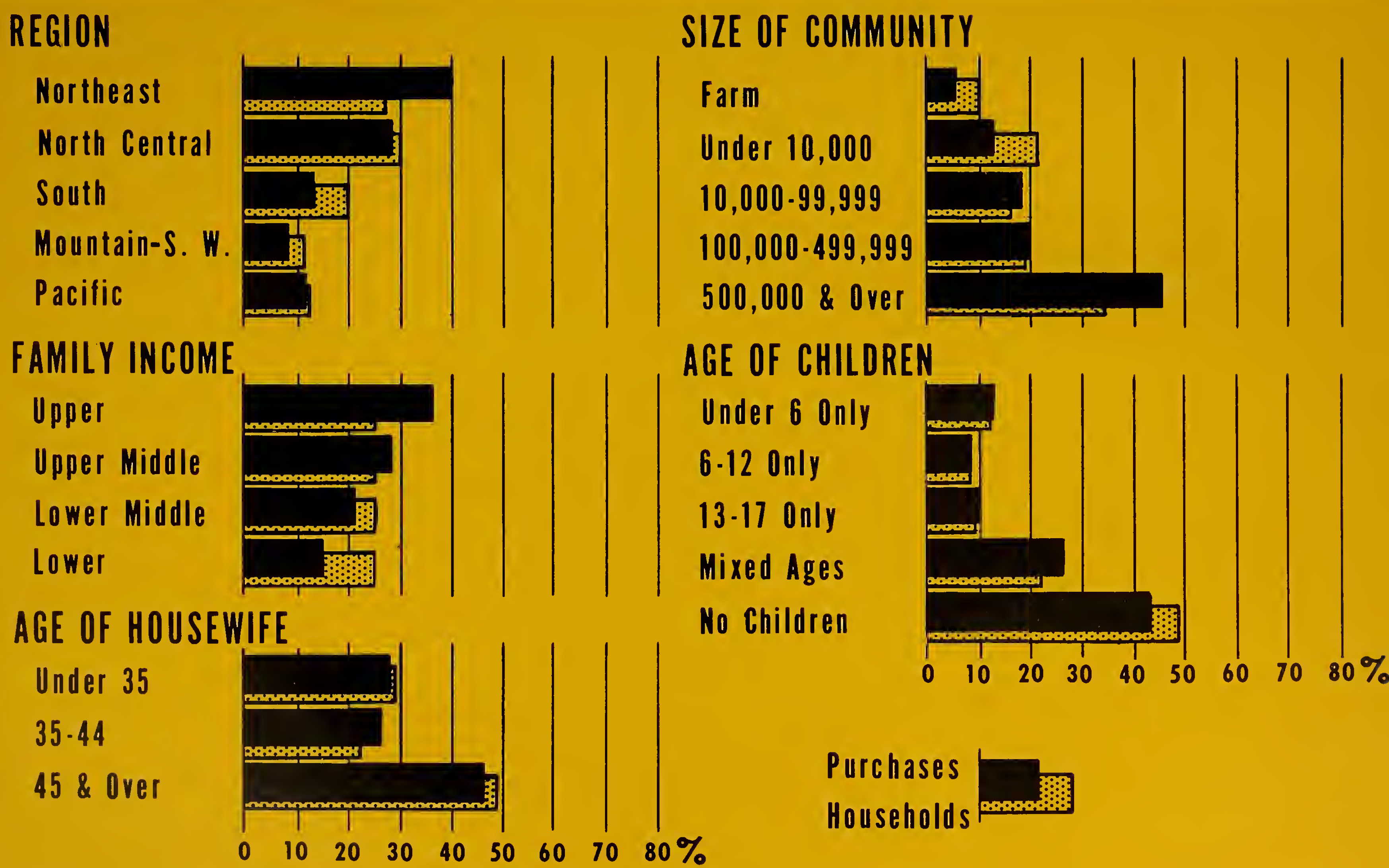

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Figure 8

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